

JANUARY • 1955

ELECTRICAL MERCHANDISING

1955

STATISTICAL and MARKETING ISSUE

10-year sales of appliances and radio-TV in both dollars and units

Major appliance, radio and television sales by states, year by year

Each state's share of 1954 sales, product by product

The index of saturation

Retail sales by months during the past four years

1954 sales and saturation by utility territories

Market studies on appliances, radio and television

The 1955 outlook



McGRAW-HILL PUBLISHING CO., INC.

PRICE ONE DOLLAR

Apex brings you the world's most advanced
completely automatic laundry combination



Exclusive Apex Fibre-Glass
Spiral Tub Agitator gets
clothes so fluffy clean...
faster, safer, at lowest cost!

★ In glamorous, ahead-of-the-field matched styling, the all-new 1955 Apex Wash-A-Matics and Automatic Clothes Dryers give you exclusive, profit-building sales features not even approached by other automatic washers or dryers. They have been specially designed to capture the imagination of buyers and to create a desire to own in a way the industry has never seen before.

You are invited to see the complete line of 1955 Wash-A-Matics and Automatic Clothes Dryers in our new space, Rooms 1160-61, Merchandise Mart, or at your Apex Distributor's.

Apex HOUR-**SAVING** APPLIANCES
THE APEX ELECTRICAL MANUFACTURING CO. • CLEVELAND 10, OHIO

ELECTRICAL MERCHANDISING

A MCGRAW-HILL PUBLICATION

Contents • January, 1955

Trends	5
The National Appliance—Radio—TV Picture	13
More Dollars for Appliances in '55 By the McGraw-Hill Department of Economics	81
Index of Saturation—January, 1955	83
Ten Year Sales and Retail Value of Appliances, Radio and TV	84
When Do Appliances Sell Best?	86
How the Appliance Market Is Divided	90
Domestic and Farm Electric Customers	92
Exports of Appliances, Radio and Television	93
You're Selling in a Replacement Market	94
The Lighting Industry Plans to Do Even Better	96
By N. Bleecker Green	
It Was a Good Year in the Far West	254
By Clotilde G. Taylor	
Appliance Markets by Regions	256
Electrical Appliance News—New Products	325
News—Trade Report	339
Scheduled Meetings	363
Editorial—Using This Issue	Facing Inside Back Cover

MARKET STUDIES

Air Conditioners	112	Power Tools	181
Bed Coverings	192	Radios	116
Dishwashers	124	Ranges	108
Disposers	137	Record Players	216
Dryers	100	Refrigerators	104
Electric Housewares	232	Sewing Machines	201
Floor Polishers	152	Small Motors	208
Freezers	106	Television	114
Ironers	102	Vacuum Cleaners	145
Kitchen Cabinets	157	Washers	98
Magnetic Recorders	119	Water Conditioners	225
Oil & Gas Space Heaters	168	Water Heaters	110
Power Mowers	187	Water Systems & Pumps	213

Vol. 87, No. 1



ELECTRICAL MERCHANDISING



January, 1955

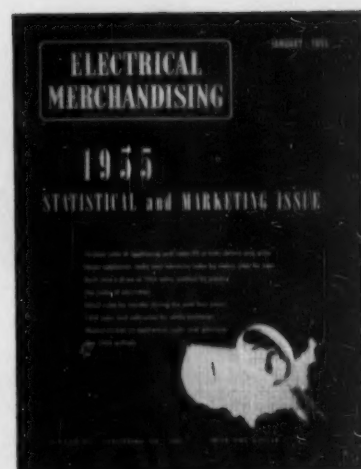
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1955 JANUARY
**PERFECT
TIMING!**

ANOTHER
for the

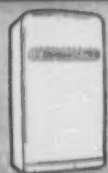
Westinghouse
WHITE SALE

January...

*Just What I
need for a
fast Start
this YEAR!*



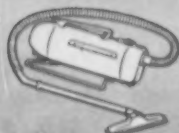
YOU CAN BE SURE.



FROST-FREE
REFRIGERATORS



COOK-N-FRYER



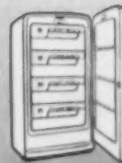
UPRIGHT AND
TANK CLEANERS



ROASTER OVEN



MOBILE
FAN



UPRIGHT
HOME FREEZERS



ELECTRIC DISHWASHERS
AND SINKS

MERCHANDISING SCOOP

Westinghouse Appliance Retailer



.IF IT'S Westinghouse

There'll be no first of the year doldrums for the Westinghouse Franchised Retailer. No sir! He's starting the year with a big bell-ringing merchandising event that cashes in on one of retailing's most potent promotions—first quarter White Sales.

Soft goods retailers have made the White Sale an established, eagerly looked-for selling event. (Just ask your wife!) And now for the first time, Westinghouse Appliance Retailers get in on the act with their own big White Sale. It's a natural for clearing inventories of 1954 models and racking up extra sales and profits on "specials" . . . thus paving the way for the introduction of the new 1955 feature-packed Westinghouse Refrigerators and Ranges.

The Westinghouse White Sale has everything—from atmosphere to urgency. There are genuine "specials" to give Westinghouse Retailers truly terrific "come-in" bargains for thrift-minded shoppers. There's an exciting "Hurry, these can't last" window and store display . . . newspaper ads that demand quick action . . . and a big 8-page bargain-packed White Sale flyer.

And Westinghouse gives these local sales full support by way of hard-selling Betty Furness demonstrations on "Studio One" and the January 5th "Best of Broadway" spectacular.

The Westinghouse White Sale is just one more way in which Westinghouse works with its retailers . . . to help them clear inventories . . . to make money in off-seasons . . . introduce new products . . . handle trade-in problems. It is also one more reason why Westinghouse is the most valuable franchise in the industry.



If you are interested in joining the ranks of successful Westinghouse Retailers, we suggest you write today, in confidence, to Dept. M-3, Westinghouse Electric Corporation, Mansfield, Ohio, requesting a personal presentation of "The Westinghouse Story".



NEW push-button

window fans by

Fresh*nd*aire®

here they are!

Fresh'nd-Aire's strikingly new and different line of push-button automatic window fans.

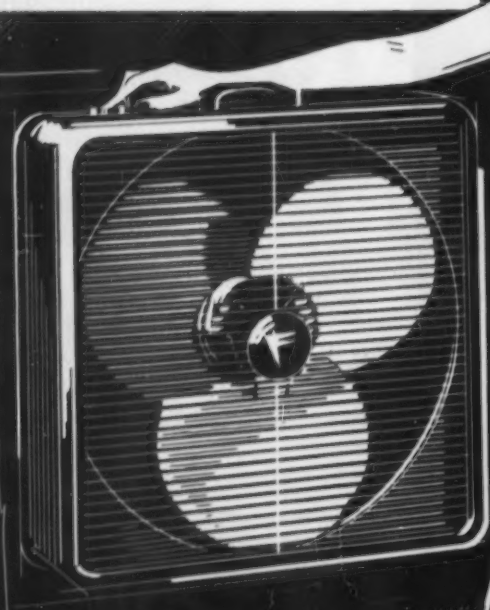
Offering 3-speed performance... 20" rust-resistant aluminum propeller... low noise level and famous new Fresh'nd-Aire push-button controls—they'll outsell and outperform any line of window fans made.

Model F20

Manually reversible \$59.95

Model ER20

Electrically reversible \$79.95



Fresh'nd-Aire world's finest
air treatment appliances

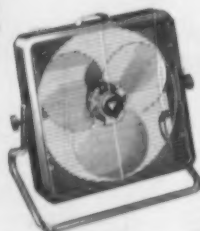
the trend is to Fresh'nd-Aire



NEW PORTABLE 20" HIGH STAND

4 push-button controls... 3 speeds. Modern 1" tubular steel chrome pedestal. Circulator tilts to any desired position—adjusts from 17" to 48" above floor level. 4" rubber wheels.

MODEL F20MS \$79.95



NEW 20" FLOOR MODEL

4 push-button controls... 3 speeds. Handsome 1" tubular steel chrome stand. Circulator tilts to any desired position—may be used on floor, table, wall or window sill.

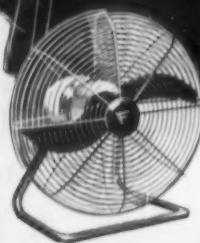
MODEL F20FM \$64.95



HASSOCK-TYPE FLOOR MODEL

Modern, efficient, hassock-type floor circulator. 3 speeds—high, low, and slumber speed for super-quiet night cooling. Complements any room setting.

MODEL F12 \$49.95



LOW STAND 17"

The most efficient 17" all-purpose air circulator made. Swivel-head mounting easily adjusts to blow straight out—up—down—or at any angle. 3 speeds.

MODEL C77 \$49.95

CORY

CORPORATION 221 N. LaSalle St. Chicago 1, Ill.
Toronto 10, Canada

Business Quick-Check

	Latest Month	Preceding Month	Year Ago	THE SHORT TREND
SALES , appliances, radio-TV (\$millions)	308	302	317	UP ↗
DEBT consumers owe on appli.-radio-TV (\$millions)	282	278	278	BIGGER ↗
FAILURES of appli.-radio-TV dealers	32	26	42	MORE ↗
RETAIL SALES total (\$billions)	14.6	14.1	14.9	UP ↗
DEPT. STORE sales index (1947-'49 = 100)	114	113	113	UP ↗
PERSONAL INCOME annual rate (\$billions)	285.9	286.6	287.8	DOWN ↘
LIVING COST index (1947-'49 = 100)	114.5	114.7	115.4	DOWN ↘
SAVINGS of consumers, annual rate (\$billions)	18.4	19.7	20.0	DOWN ↘
HOUSING starts (thousands)	106.0	114.0	90.1	DOWN ↘
AUTO output (thousands)	508.7	236.6	361.8	UP ↗
UNEMPLOYMENT (thousands)	2,893	2,741	1,699	WORSE ↗

(Sources, in order: Dept. of Commerce, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

TRENDS

Unless you're a "pathological pessimist" you can look forward to a good year in 1955.

That's the opinion of one of the country's leading economists who feel that all indicators point to a very good year in the 12 months ahead. (Only exception: the farm market.)

Do appliance men go along with this point of view? The answer is a pretty definite yes if you examine their forecasts for individual product lines as summarized on page 339 of this issue. They foresee gains (mostly moderate ones) for eight of eleven products. Modest declines are seen for room air conditioners and automatic washers. The only serious drop is in conventional washers where output is expected to fall to near the million mark (or 13 percent under 1954's total of 1.23 million).

How about radio and television? For radio the answer is again yes. RETMA's annual guesstimates peg radio output at 6.9 million in 1955, as compared to about 6.4 million in 1954. On TV, the guesstimates for 1955 fall below 1954's astonishing 7.3 million total—but not much below. And that's important since it indicates pretty clearly that the industry's mood this January is much better than it was a year ago. In fact, TV producers are so happy about current business that some marketing experts think they may be too slow to cut back output if inventories continue to climb (as they have recently).

Despite a slight falling off in overall industry volume (from \$7.1 billion in 1954 to about 6.7 billion in 1954) all-time records were set in certain product lines during the past year. What's more, there is a good chance that at least as many new records will be set in 1955.

This holds true of almost all products which are in the growth stage. Dryers are a case in point; output last year soared to 890,000

units. Almost everyone agrees that this mark will be broken in 1955 and although the "guesstimates" noted above place this year's output at about 937,000, attainment of the million mark is not beyond reach.

Bed coverings are also a good example. Production passed the million mark in 1954 and should continue to gain in 1955 and the years that follow.

Food waste disposers set a record last year (with production of 360,000 units) and a sharp gain over this figure is being predicted for 1955. Manufacturers think sales will reach something in the vicinity of 437,000 units. A heavy gain (almost 16 percent) is also forecast for dishwashers and this projected total of 243,000 units would put the industry well within reach of the existing record (260,000 in 1951).

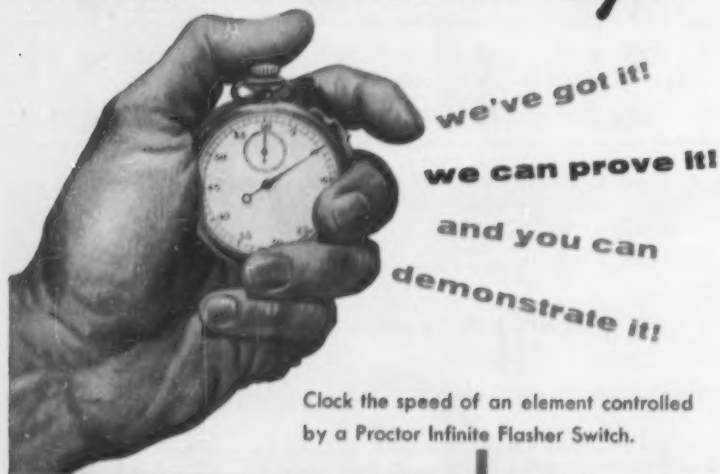
Of particular interest is the fact that manufacturers expect freezer production to edge up over the million level this year after having fallen to 975,000. A good share of the optimism behind this prediction of a better year ahead for freezers can be traced to the successful revival of food plan selling, particularly by department stores and well-organized independent food plan operators. It's a good bet that this trend will become more apparent in the months ahead.

The problem of distribution still occupies a prominent spot in industry thinking. That was obvious last month in Chicago when over 20 appliance manufacturers exhibited at the annual convention of the Motor and Equipment Wholesalers Assn. Members of this group handle automotive supplies and recently have been investi-

(Continued on page 6)

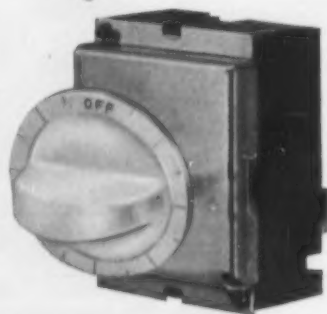
Speed

Sells Electric Ranges!



BUTTER —melts in 15 seconds	
BACON —sizzles in 30 seconds	
EGG —"slow" fries in 2 minutes, 18 seconds	
WATER —1 pint boils in 3 minutes—faster than any other element-switch combination	

All of these cooking-time comparisons were made under rigid, impartial conditions. You can duplicate them on your own sales floor right under the eyes of your prospects—if the electric range you sell is equipped with the Proctor Infinite Control Flasher Switch.



PROCTOR

THE APPLIANCE NAME YOU CAN TRUST

Equipment Division, **PROCTOR ELECTRIC CO.**
3rd St. and Hunting Park Ave., Philadelphia 40, Pa.

Tell Your Manufacturer
How Important
Those Selling Features
Are To You.
He'll Listen!

TRENDS continued

gating the possibilities of diversifying their business. In some cases the appliance manufacturers are eyeing the automotive jobbers to fill gaps in their market coverage. In other cases, particularly with small appliances where multiple distribution is widely accepted, the automotive jobber is looked to for additional market coverage.

If this should bear fruit it's obvious that the number of retail stores handling appliances would increase sharply since the automotive jobbers would be selling types of retailers not ordinarily contacted by more conventional appliance distribution.

In looking over 1955 air conditioner lines don't overlook the technical advances which have been made in newly-developed units. Better designs have produced units which draw less current and have better power factors. Several new ½-ton units draw only 7.5 amps and an equally advanced ¾-ton unit is being readied by one firm—perhaps in time for part of the 1955 season.

Some firms have played down these technical advances because they must first move those re-styled 1954 units which were carried over into the 1955 lines.

End

Beginning Next Month



Mort Farr Says . . .

A monthly page by the nation's best known dealer, the peripatetic merchant from Philadelphia who probably talks with—and listens to—more appliance and radio-TV retailers than anybody else in this business.

In Denver today, Salt Lake tomorrow, Washington on Tuesday, New York on Wednesday—all over the country—speaking and traveling as chairman of the board and a prime mover for NARDA, he makes it his business to know about your business.

That's what he'll talk about—your business. No preacher, what Farr says will reflect the best that others are thinking and saying about retail salesmanship, price-cutting, management, color TV, food plans, no-list pricing and anything else that's timely and important to dealers.

What **MORT FARR SAYS** will appear regularly, every month, along with *Trends* and the *National Appliance and Radio-TV Picture*, in *ELECTRICAL MERCHANDISING*.



SPECIAL PROMOTION

coming up on
the newest...lightest
...lowest cost

HOOVER



**Special
Offer**

A great new bargain offer for your customers—on the most popular Hoover Cleaner of all. They save big money—and you get big business!



**Special
Advertising**

A powerful push in the Sunday magazines... reaching more than 34,000,000 families on four Sundays... through 81 papers... starting January 9!



**Powerful
Merchandising**

Complete, and completely practical! You'll get a big kit of display, direct-mail, retail advertising material... all ready to go to work... and sure to bring in sales, right now!

**NEW POWER TO START THE NEW YEAR
WITH THE ALREADY-POPULAR HOOVER**

Lark



If your Hoover representative hasn't called yet, get in touch with him today! The Hoover Company, North Canton, Ohio.

WHAT MAKES A REPUTATION?

FOR **ABC** IT'S

QUALITY

THREE REASONS WHY **ABC** IS FAMOUS FOR DEPENDABLE HOME LAUNDRY EQUIPMENT

QUALITY

is more than a mere word with ABC. It's the tangible result of better design... skillful craftsmanship. Building *quality* into ABC Home Laundry equipment is a customer-satisfying habit unchanged in 45 years. Concentration on *quality* has helped to build for ABC a reputation for keeping customers happy with their purchase. Others talk about quality. ABC makes certain it's an important part of every ABC washer, dryer, or ironer that goes into your customers' homes.

SIMPLICITY

of design helps insure longer service... more efficient performance. For example, the *gearless mechanism* used in ABC automatic washers means fewer parts. Moreover, there are no complicated controls or gadgets on ABC equipment. These are the details of design and engineering that assure dependable performance... help you keep your profit. If you want more proof on how "simplicity" improves a product's reputation, ask the men who install and service automatic washers, dryers and ironers. They'll back ABC to the limit!

IMPROVEMENTS

ABC keeps an "eye to the future." That's why many laundering "firsts" are credited to ABC. That's why, too, many features found on ABC-O-MATIC Washers and ABC Automatic Dryers are exclusive... designed and engineered to provide provable washing and drying advantages. Credit ABC with "shampoo" washing action, overflow and splashaway rinses... the most dramatic demonstration and sales clincher features in the industry. More, ABC pioneered the single heat, low temperature drying in combination with exclusive "Jet-Aire" action. This feature opened up a completely new field for "safe" drying of "miracle" fabrics.

De Luxe **ABC** MATCHMATES



For those who want the *finest* home laundry equipment. Handsome, new styling; beautiful aqua-marine porcelain interiors; gorgeous new control panels, illuminated in color. Custom-engineered ABC-O-MATIC washer has two complete washing cycles, plus the finest demonstration feature in the industry—"Shampoo" washing. Matching dryer (gas or electric) uses safe, "Jet-Aire" drying action.



Sell the line with the reputation for work-saving convenience, dependability, and trouble-free performance. Sell ABC. It pays off in satisfied customers... more sales, more profits for you. Contact your distributor, or write, wire or phone ABC.

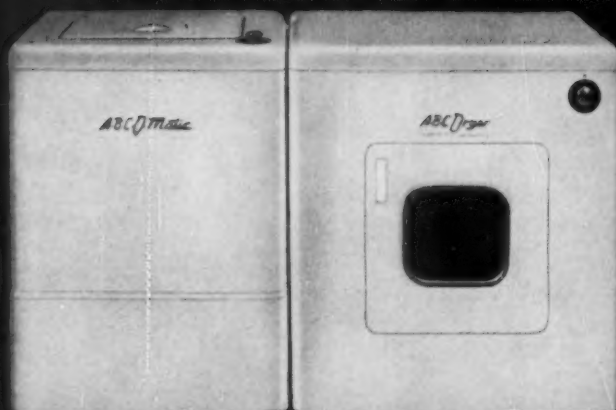
ALTORFER BROS. COMPANY • PEORIA, ILLINOIS

Specialists in Building Fine Home Laundry Equipment for 45 years

SIMPLICITY

IMPROVEMENTS

ABC's ECONOMY PAIR



Good news for your value-conscious customers! Yes... with the Economy Pair ABC makes it possible for practically every family to enjoy the benefits and conveniences of automatic home laundering. The new, thrifty-priced ABC-O-MATIC "60" Washer and Model B (gas or electric) Dryer are value-packed with high quality performance features.

America's Leading Washers and Dryers

DON'T MISS A SALE!

SELL

ABC

THE COMPLETE LINE OF
HOME LAUNDRY
EQUIPMENT

WRINGER WASHER Model 409

A De Luxe washer complete with Timer Control. Modernly styled outside... efficiently engineered inside. Precision-built for years of dependable service.



WRINGER WASHER Model 350

With the world's finest self-adjusting wringer. Big tub capacity, non-tangling agitator. The washer that helped make the ABC name synonymous with dependability.



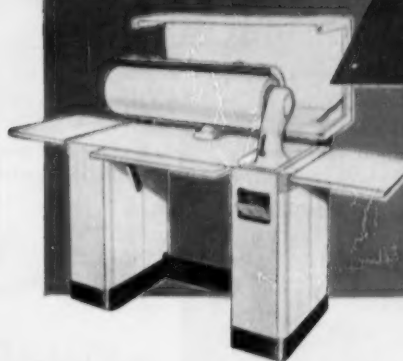
WRINGER WASHER Model 330

America's best-known budget-priced wringer washer. With ABC you've got a washer to fit every customer's need. And every washer has famous ABC quality built-in. It pays to sell the top-profit ABC line!



ABC De Luxe IRONER

Sell the ironer that's 3-ways better. It gives your customers triple-action ironing... rotary ironing... pressing action—and to-and-fro hand ironing action.



THERE'S SALES MAGIC IN PERFORMANCE-PROVED ABC FEATURES... SALES MAGIC IN THE FAMOUS ABC NAME!

NEW!

SENSATIONAL "Stair-Climbing" Utility Cart that goes ANYWHERE!

PATENTED*

GYPSY Kart

PERFECT FOR LAUNDRY • EVERY HOME USE!

Get ready for plenty of traffic when you handle the amazing new GYPSY Kart. Here's the answer to the problem of "housework backache."

FOR YOUR SAMPLE
INTRODUCTORY
OFFER...WRITE US

Choice of 3 Models for every budget.



*Pat. No. 2531520

Exciting GYPSY Kart features "sell on sight"!



No lifting, no bending, no carrying. GYPSY Kart glides up and down stairs.



Exclusive "Hang-It" feature! Iron garment. Hang at once. Keeps clothes fresh.



Folds for easy storage—in home or apartment. Out of sight—ready for instant use.

OTHER EXCLUSIVE FEATURES

Black wrought iron frame.
Large "saddle-bag" pockets.
Double-duty Gypsy Tray.
Adjustable handle.
Extra large outdoor wheels.
Colorful carry-home carton.



Write today for
"Offer" and Literature.



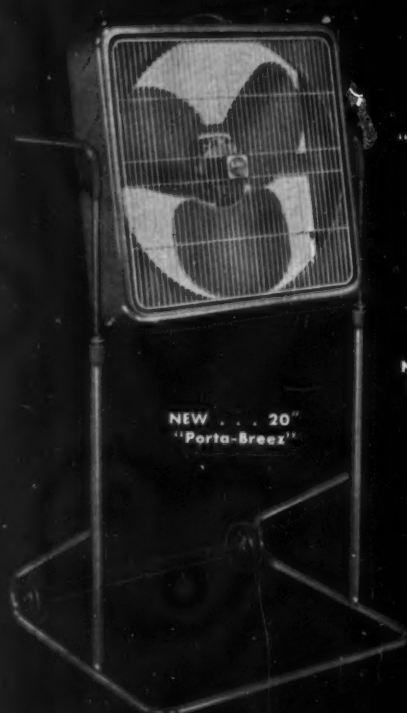
LEISUREHOUSE • Merchandise Mart • P. O. Box 3376 • Chicago 54, Illinois

See Us at the Housewares Show, Booth 624, Morrison Hotel

LAU

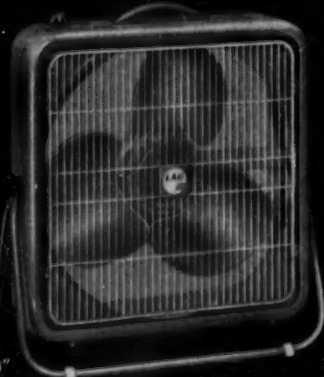
all-purpose... all profit fans

exciting new models!

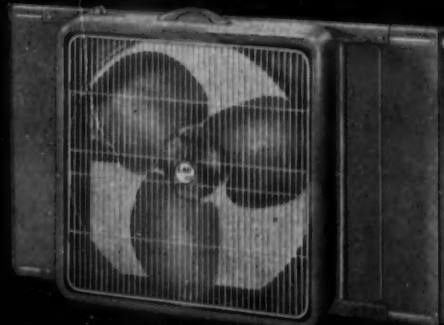


NEW . . . 20"
"Porta-Breez"

20" on
"Tilta-Breez"



NEW . . . 20"
Window Fan



This is it . . . the pace-setter fan line for '55 . . . the clean, protected, full-profit line. It's the leader-line in refinements of styling and engineering (with no drastic year-to-year changes). These finer 20 inch fans have proved their popularity, stability and consumer-acceptance. Hundreds of thousands have been sold. They are competitive in every way . . . far better in quality. Ask your salesman about LAU selling helps. Use LAU ads to help train your sales people. Write Advertising Dept. for fan catalog LAD-602-8154.

A FULL FAN LINE FOR EVERY NEED



THE LAU BLOWER COMPANY

2005 HOME AVENUE • DAYTON 1, OHIO



These Features mean sales

- The MATCHED, color-harmony line
- Finished Surf Green Baked Enamel
- All have SAFE, finger-proof guards
- Rubber feet won't mar furniture
- Reversible for exhaust or intake
- Eight foot white rubber plug-in cords
- All have 115V, 60 cycle, AC Motors
- Rigid motor mount, welded to frame
- True balanced blades "sound tested"
- Quieter by actual test
- More compact, size for size
- Snap-in, snap-out guards . . . easy cleaning
- Clean and rugged, for long service
- All have 3-speed switches

Outstanding 20 inch Models

20" Porta-Breez

Fan with the new "Magic-Lok" that quickly, easily adjusts fan up to 58" or down to 17" from floor . . . for use anywhere. Fan may be tilted thru 360° in any direction for exhaust or intake. "Porta-Breez" of 1" seamless tubing with 4" rubber wheels, to roll easily.

20" Window Fan

Window exhaust or intake fan fits sash-type windows 29" to 38" wide. Complete with metal side expanders. It's 5 1/4" x 22" square, weighs 25 lbs., moves 2500 cfm at hi-speed.

20" on "Tilta-Breez" Accessory

Same fan on "Tilta-Breez" for use on floor, table, window ledge. May be tilted at any angle quickly. Accessory available at extra cost.

Yours...

all yours!

It's for our own benefit
only as it helps **YOUR** sales!

...She shall have
Hot Water
wherever she goes!



WHITE Automatic Water Heaters
ELECTRIC—Round or table top models
GAS—Round models only

White automatic water heaters give you 6-9% more hot water, in electric models, than most utility requirements—gas models feature "Film of Flame" single port "Can't Clog" burner. White's sensational White Glass lining available in all. Write today for complete specifications. Dept. BH-3 White Products Corporation, Div. of Edward Lamb Industries, Middleville, Michigan.

WHITE

plenty of hot water always on tap!
NOT JUST A WATER HEATER BUT—A WATER-HOTTER!



That's why dealers do better with

WHITE *water-hotter*

AUTOMATIC WATER HEATERS... GAS AND ELECTRIC

National advertising pays off on your floor—
it **MUST**, or *White* could not afford to continue
its campaigns. Year after year, we use an imposing
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The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors—January, 1955

The East



By ROBERT W. ARMSTRONG

Year-end figures show 1954 off about five percent in dollars despite some gains in unit sales . . . Laundry equipment and TV strongest items . . . Retailers expect improved sales and more competition in '55

IT won't be any surprise to anyone who reads this annual statistical issue to discover that manufacturers' sales of many appliances were off from 1953. Neither will it surprise most eastern dealers who read this column to find that they weren't the only ones who suffered some slight setbacks in 1954 retail sales.

For the overall 1954 picture is in darker tones and contains fewer dollar signs than 1953. If you pulled a figure out of the air—which is pretty much what you'd have to do—you could say that the decline was about five percent.

We asked dealers all over the East to report this month on both November sales and estimated year totals. By and large, November sales were up, but the year was off. And, of course, some items did better than others.

Letup in New England. One of the most specific reports concerns the Boston area. Here, as elsewhere, some dealers were ahead as much as five percent, many off 6.5 percent for the year. Product-wise a cumulation of many dealers' experience shows ranges, refrigerators and water heaters off about 11 percent for the year, washers off through November, but about 40 percent ahead since; vacuum cleaners down 20 percent; space heaters off 19 percent; electric blankets up 237 percent; garbage disposers up 57 percent; dryers up 145 percent; boilers up 114

percent; air conditioners down 50 percent.

New England was badly hurt by hurricane Carol and Edna and sales slumped badly in August and September as a result of sales personnel from the utilities—which are an important factor in New England sales—going to work on line repairs.

Luck in Westchester. New York's wealthy Westchester County was one of the few places where dealers could report a more profitable '54. Three out of four merchants said that profits were as good or better than in 1953. Typical was the report of a Mount Vernon retailer who found that the year represented a gain of five percent (although refrigerators were off 10 percent) partly because of a five percent gain in washers and an even year in TV. Another suburban dealer said that although 1954 unit sales were better profits were approximately even. He could attribute his stability to a five percent jump in refrigerator sales, a 10 percent rise in automatic washers and a ten percent gain in TV. The reason he didn't make more money with all these increases could be found in his own statement: "There were plenty of major appliance sales around. All we had to do was beat the other guy's prices."

Five Go Down. Five out of six merchants in upstate New York agreed more with New England than they did with Westchester. As one explained his decline, "The full year will be off considerably from 1953 (despite a strong November) because we lost a lot of ground in the first half."

An upstate distributor had his problems, too. "November," he said, echoing dealer experience, "picked up considerably, especially television. White goods were a little better than October. But the entire year will be off a little for us. We found it harder to make a dollar and the profit picture has suffered."

An exception which proves only that it is an exception is this report from one dealer who went ahead: "November moved a little ahead of last year and was even with October. We will wind up the year about five percent ahead of 1953. The last four months saw a decided pickup and have wiped out earlier losses. Price cutting is bad but we are learning to live with it by featuring our service. Most of our current business is repeat or referral and customers coming in our store are told right off the bat not to expect price concessions."

Sales Up, But . . . In Philadelphia as elsewhere some dealers counted more unit sales, fewer dollars. One

attributed it to bigger trade-ins and more competition. Another, whose business was about even, despite a higher volume, said that although he was selling cheaper he was also buying cheaper. Most Philadelphia merchants were in the same product boat with other eastern dealers with improvement in washer and dryer sales, but were paddling their own canoe with some gain in refrigerator sales.

Bagdad on the Potomac. Christmas came earlier to Washington, D. C., than elsewhere in the East, because, if enthusiasm is any criterion, their November sales were even better than in other cities. One department store went ahead of last year by eight percent on majors, another jumped 15 percent across the board, a third added up a five percent increase in majors, a slight drop in electric housewares and a fourth said, "White goods, particularly washers and dryers, moved right along all month . . . TV sales have shot up. . . Sales of small radios for November were higher than for both November and December of 1953." Most other dealers reported emphasis on TV and laundry equipment too, but several reported activity in the rotisserie and electric frypan.

The big flea in the beard of Washington's Santa was an unexpected outbreak of Sunday selling and a violent reaction of criticism. Senator Mike Monroney of Oklahoma, clutching a fistfull of full-page newspaper ads on

Sunday cut-rate warehouse sales of radio, TV and furniture, jumped up in the Senate to accuse merchants of turning Washington into a "Bagdad on the Potomac." Monroney's worry: that the practice will spread to more stores, even to other communities, ending the Sabbath as a day of rest.

No Tears, No Fears. With a good November behind them, eastern retailers were looking forward to a 1955 that would be at least as good as 1954, perhaps a little better. Most of them could say that inventories were in good shape; most of them felt, or said they felt, a new readiness to buy among consumers. One Boston dealer expects a good boom in appliances and TV during the first half. Said he: "People are showing more willingness to get their names on our books again. They're not afraid of taking on another debt as they were earlier this year."

Several pinned some of their 1955 hopes on growing replacement sales in refrigeration and TV, but many tempered their optimism with the realistic comment that while volume might go up a profit would be just as elusive and that trade-ins would become even more of a problem. A few even mentioned plans for outside selling, more intensive promotion.

From here 1955 looks like it will bring some volume increase over 1954. But it will also bring more competition.

The Midwest



By TOM F. BLACKBURN

Room cooler boom in the Southwest . . . Gifts to old customers . . . Water softener competition . . . Who does freezer business?

GOLDEN haired appliance of 1954 was the room cooler, which enjoyed a frantic boom in the

southwest, particularly in St. Louis, Kansas City and Wichita. The heat wave that struck these areas caused thousands of air conditioners to be transshipped from the cooler east. The spectacle of room coolers being sold at cut prices in a period of hectic demand was an all time novelty. Wichita saw crews of utility men running out to neighborhoods to install transformers. Cooler unit business in Kansas Gas and Electric territory was 335 percent ahead of 1953.

Dallas, Texas, saw 3,456 air conditioners sold in August, 5,933 in June, and even 1,747 in January. The combination cooling and heating unit didn't go so good, with only 553 moved in August.

Kansas Gas & Electric Company released photographs showing a transformer being put on every pole. Emergencies were taken care of first, and by October the situation was being cleared up. Few in the appliance industry realized the load put on residential lines by air conditioners in the home. As Mrs. B. E. Marsh of the power company in Omaha puts it, "A room cooler uses as much electricity as five refrigerators."

(Continued on page 14)

Sales Reveal Trends. Kansas territory, which seems most typical, saw refrigerators 1.5 percent ahead of 1953 (for ten months of 1954), automatic washers 20 percent, window fans 64 percent. Wringer washers lagged 14 percent over last year, and clothes dryers were 22 percent ahead.

Duluth, which has stuck stubbornly to wringer washers, is now swinging to automatics. For ten months of 1954, sales were 2,236 on automatics compared to 1,711 last year. Wringer machines were 1,888 for the same period in 1954, compared to 2,236 in 1953. Refrigerators suffered a fall-off in 1954, sales for ten months running 2,953 compared to 3,382 for 1953, same period. Ranges jumped from 1,724 in 1953 to 2,034 this year.

Gifts to Old Customers. Sol Polk in Chicago has come up with a cutie in merchandising. He's sending his boys to call on every householder who bought an electric range from his firm in the last ten years with a delayed gift of three chromed reflector pans. It's a giveaway program which benefits the customer of the past as well as the present, and kisses his salesmen into an atmosphere of good will. Fifty thousand sets have been purchased. Last angle he used was a free rug made out of scraps for every home purchasing carpeting or rugs.

How Many "Live Alones". Recent census made by the University of Chicago reveals that the number of households with only one person grew 62 percent from 1940 to 1950. There were 125,139 persons living alone in 1950. The number of couples making homes jumped 30 percent, 321,083 in 1950. This is equally true nationally as in Chicago.

Water Softener Competition. Two of the competitors of the water softener are items not taken into consideration by the average retailer. They are Climalene, a chemical water softener, bought at the grocery store, and detergents, such as Tide. In an area with eight grain hardness a check was made recently and it showed that sales of water softeners and detergents were much higher than normal. Families apparently use Climalene to soften bath water and dishwasher. Laundry is done with detergents. Housewives talked to, however, felt that no detergent would equal the luxury of soft water for washing hair, and this may be a point to be played on.

One of the things about which there hasn't been much publicity is the fact that California has suffered from a water softener racket as well as the food freezer racket. The pitch was to approach a family, ask to put in one as a demonstrator, and then inform the victim that he would get a \$50 commission on every sale resulting from a reference. Job installed was worth about \$50 and the victim was billed \$350 to \$500 for it. Squawks alarmed the Federal Housing Admin-

istration and it forced banks on the West Coast to talk to borrowers to see if the job was satisfactory. As a result, the racket folded up in a hurry.

Some idea of how much business can be done on Sunday may be gathered from the fact that one of Chicago's largest discount houses took in \$10,000 in down payments on appliances between 1 in the afternoon and 10 on Sunday night.

Who Does Freezer Business? One of the promotion men for the home freezer business breaks it down this way as to who did the home freezer volume during 1954: Department stores, 4 percent; furniture stores, 8.4 percent; farm implement stores, 16.8 percent; appliance stores, 38.1 percent; utilities, 3.2 percent; hardware stores, 6.2 percent; plumbing establishments, 1.4 percent; lumber yards, 4 percent; automotive dealers, 4.3 percent; apartment house builders, 2.9 percent; jewelry and miscellaneous, 10.7 percent. That's the way it was, folks.

Guess on 1955 Room Cooler Output. This column's secret room cooler market analysts, who have been guessing the coming year's output rather accurately for the past three years, come through with the estimate that not more than 1,260,000 units will be produced in 1955. They agree with Bernie Mitchell who says that the business has swung from optimism to pessimism from year to year. Mr. Mitchell, who says the market is 3.3 percent saturated, points out that a dealer who sold 36 room coolers in 1952, moved 44 in 1953 and 55 in 1954. Hot weather makes an air conditioner a red hot item, with one department store in Tampa, Florida, moving 1,300 in three weeks. The high saturation period is five to ten years away.

Built-in Trouble. Comes now word from the building industry that built-in

appliances seem to be causing trouble. An appliance, it seems, can't be replaced without calling in a plasterer and carpenter to fill up the hole. If a family outgrows an appliance and likes another brand, it is stuck. Furthermore, a built-in appliance is part of the mortgage, and if the family doesn't like it, it can lump it because it cannot be changed until the mortgage is paid off.

The South



By AMASA B. WINDHAM

Dealers believe early months of 1955 will be good . . . Credit still a buying factor . . . Sales record of 1954 good in review

THERE is no reason to believe that prospects for selling should not be as good in 1955 as they were in the past two years. That is the consensus of southern dealer opinion. With few exceptions, the men who move the goods feel that prospects for future business will continue on a sound basis.

"Through November of 1954, we had sold 20 percent more appliances than in any previous year and holiday sales are mounting," declared a veteran dealer in Atlanta early in December. He confidently expected to finish the year far ahead of any other period in his selling history. This dealer's outlook is considered significant because he's been at it, in the same location, for 18 years and he knows the appliance picture at all times.

"Probably the worst thing dealers here in Atlanta had to put up with during the year was faulty collections," this dealer went on. "There has been some improvement lately but the problem is still with us."

This attitude was echoed by an independent retailer in Birmingham, who said: "It took some real managerial maneuvering to get us over some of the rough spots during the year and it's going to take more careful management in 1955. But I see no reason why the moderately heavy buying spree shouldn't go right on into the early spring months. I wouldn't care to make a long range forecast but it looks good for January and February, anyway."

Mid-South In Good Shape. A Chattanooga utility official summed up the outlook for the mid-South. He said: "Approximately 50 dealers here in Chattanooga will wind up by selling around \$15,000,000 worth of appliances in 1954. That's the highest volume we've ever attained and it probably will continue high on into 1955."

Prices are higher — certainly — but people are changing to new models faster than we ever thought possible, credit has improved and buyers are receptive. All we have to do is sell them."

A check on the records of Florida Power & Light Co., shows that dealers in that utility's operating territory, shooting at a \$65,000,000 sales goal, were considerably ahead of the required pace in early December. A Miami wholesaler of long experience explained why. "The sale of big ticket items is as good or better than it has ever been. We're ahead on electric ranges, water heaters, automatic washers and home freezers and we are just about even on refrigerators. Air-conditioning and television sales were better than ever before, too. Miami dealers had a terrific let-down in January and February 1954 before getting on the beam again, but I see no indications that another slump is due in the early months of 1955. You can't accurately predict those things but on our part, we're optimistic."

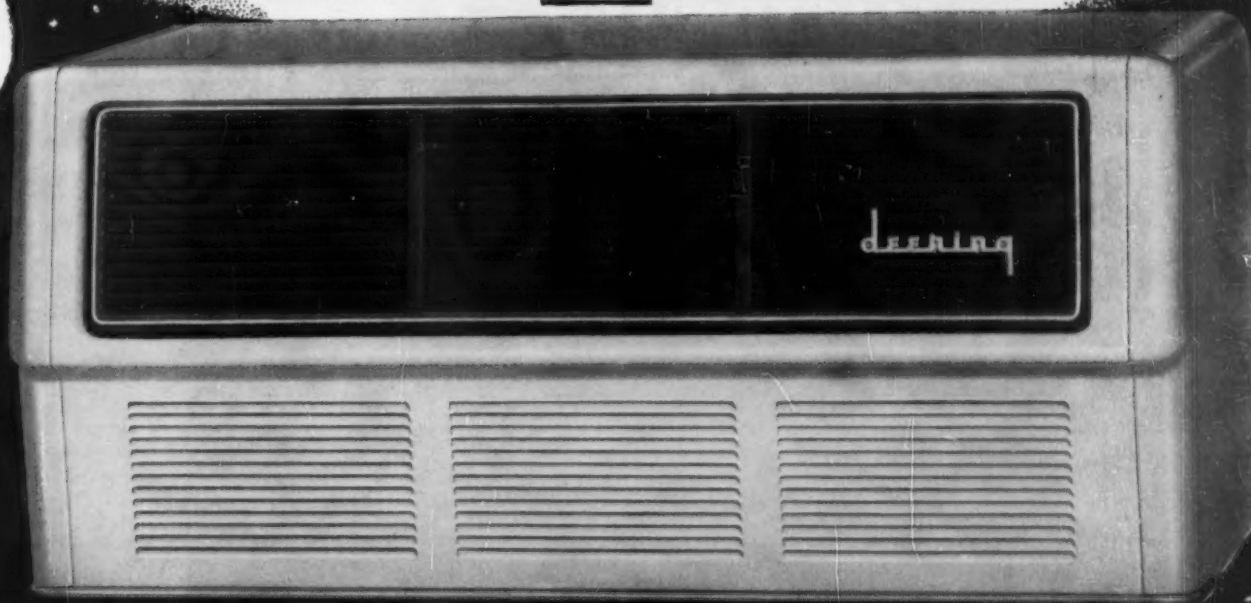
Doubts From The Carolinas. There were some doubts from Charlotte. An old time retailer in that city expressed the belief that "dealers have been riding a fine gravy train for the past couple of years. I don't see how it can

(Continued on page 16)



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FLUSH MOUNTING

GREATER SALES VOLUME . . . the only practical, all purpose unit for installation in any window without modification or mutilation of window frames. *Fits ALL windows!*

50% LESS INVENTORY . . . one model serves either casement or conventional window applications. No need to carry more than one line.

GREATER PROFITS . . . DEERING protects its dealers with full trade discounts. You save on easy installation too . . . far more profit.

DEALER-DESIGNED PROMOTION . . . powerful selling and merchandising aids supported by dominant local newspaper advertising.

BIG PRICE ADVANTAGE . . . high quality, low price made possible by DEERING pioneering.

All NEW for '55!

SUPER-COOLING . . . reserve capacity setting gives 25% more cooling when needed . . . more comfort faster.

SUPER-QUIET . . . normal operation is unbelievably quiet . . . you can keep wonderfully cool and sleep.

QUAD-GRILLE . . . new outlet grille is four times as large . . . distributes cool air quickly and evenly . . . "double deflection" eliminates drafts even 24 inches away from unit.

NEW COMPACTNESS . . . overall size reduced nearly 50%.

COOLS IN 4 MINUTES . . . fills average room with cool air in just four minutes.

THERMOSTATICALLY CONTROLLED . . . to maintain selected temperatures . . . now included at no extra charge.

COLOR HARMONY . . . soft swan gray with contrasting grille and trimmed with a touch of gold, blends with both modern and traditional furnishings.

FAST, SIMPLE INSTALLATION . . . anyone can install the Deering in minutes . . . meets all requirements from flush inside to flush outside.

NEW LOW PRICES . . . Deering prices are \$40 to \$80 lower. High dealer margins maintained.

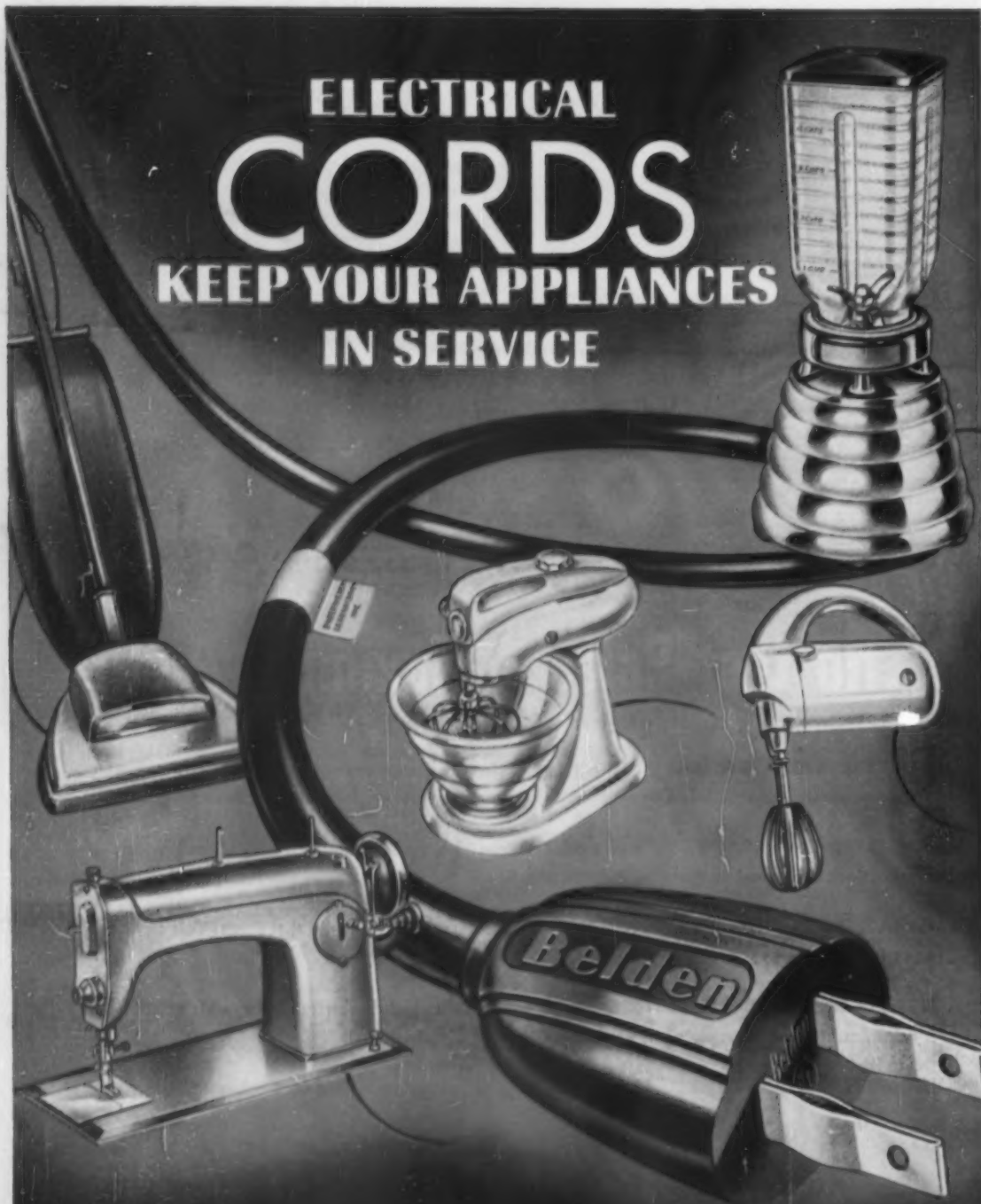
5-YEAR WARRANTY on refrigerant system.

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AIR CONDITIONING CO.
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ELECTRICAL CORDS KEEP YOUR APPLIANCES IN SERVICE



MANUFACTURERS AND SERVICE MEN WHO SERVE BEST

Specify **Belden**
WIREMAKER FOR INDUSTRY

APPLIANCE-RADIO-TV PICTURE

—CONTINUED FROM PAGE 14—

hold up at anything like it has been. We've been 'adjusting' for six months now and I look for still more 'adjustment' before business gets back to its rightful place. I don't foresee any recession, however."

In Memphis, the dealers' concern also appeared to be more with credit and competition than with prospects for selling. Our Memphis contact declared: "There probably won't be any let-up in buying for a while and I believe the first quarter of 1955 should be about on a par with 1954. We found it necessary last year to tighten up our business considerably, particularly on credit extension. But right along with it, we had more cash sales and we had more short-term credit sales."

Uncertainty Not Evident. While admittedly, most of these predictions are mere guess work on the part of the dealers, they nevertheless indicate a more positive attitude toward business in 1955 than were the uncertain and nervous predictions made exactly 12 months ago.

With holiday sales not yet totted up, the record for 1954 was a good one. Most heartening was the slow but sure increase in refrigerator sales throughout the South. In New Orleans, indications were that dealers had probably topped the 20,000 refrigerator sales mark set in 1952. Houston, Birmingham and Atlanta contacts all estimated that the sale of refrigerators had caught up or passed last year's figures, while reports out of Miami, Dallas, Memphis and Charlotte indicated a steady upward climb in sales.

Automatic washer sales were well ahead of last year in almost every area of the South. Dealers in Miami, Jacksonville and Tampa sold from 10 to 20 percent more automatics than they did in 1953, and in Charlotte, an approximate 25 percent increase in sales was estimated. In Birmingham, automatic washer sales were "a little better than last year," with similar reports from Memphis, Houston and Atlanta.

Electric range sales wound up the year with showy increases in Louisiana areas outside of New Orleans, in most Florida cities and in three out of four big Tennessee cities. Range selling in North and South Carolina showed a definite pick-up beginning about October, which brought the sales mark in these areas to about par with last year. Birmingham, Atlanta and Dallas dealers could not quite match the sales pace of 1953 but the decline was not sharp.

Sale of Home Freezers Off. Home freezer sales during 1954 left something to be desired. Even in Florida, where dealers sold almost everything, freezers lagged about 20 percent in Miami, 15 percent in Jacksonville and 10 percent in Tampa. Along the Gulf Coast and in many Mississippi areas

(Continued on page 21)



MITCHELL presents its **1956** air conditioners for 1955

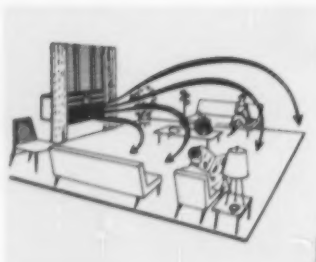


One year in advance *the world's finest*

FOR YEARS, ENGINEERS HAVE WORKED TOWARD DEVELOPING A ROOM AIR CONDITIONER THAT...

Cools a room in less than 5 minutes!

Only MITCHELL does it with AFM—Air Flow Modulation. Just a flick of the AFM switch gives 20% greater air velocity...40% more volume to cool the entire room instantly. Minutes after a MITCHELL Room Air Conditioner is switched on, rooms are cooler and nicer to live in... air is distributed evenly from wall to wall...floor to ceiling. Here is a deep penetration of cool comfort for high velocity cooling, tailor-made to the specific room, furniture location, or special air conditioning application.



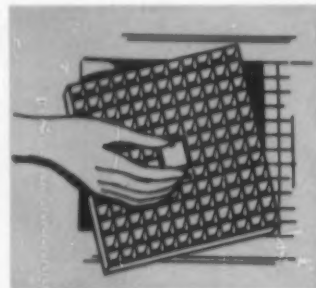
Will give full horsepower rating in terms of delivered cooling no matter how high the outside temperature

Only the all-new MITCHELL does it with the revolutionary new super high-capacity chassis. Here is why the new MITCHELL delivers more cooling power than any other unit...it has 28% larger evaporator with 33 1/2% larger tubes for greater cooling capacity...fan capacity is up 34% to handle more air...and the condenser is 70% wider for greater heat transfer. This big MITCHELL super high-capacity chassis is next year's air conditioner today!

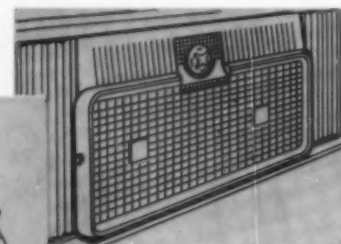


Provides unlimited directional air control

Only MITCHELL has it with 20 Direction-Aire...draft free air conditioning a year ahead. MITCHELL's 20 different settings assure complete comfort in every room. MITCHELL Direction-Aire provides a positive setting to put the air where it's wanted...up or down, right or left...at any angle. MITCHELL cools rooms quicker...better!



Can be quickly, inexpensively and correctly installed by anyone

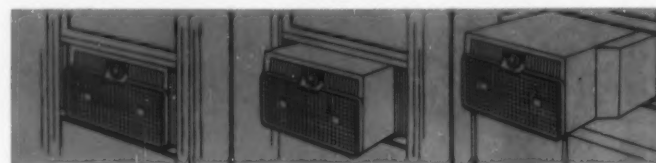


Only MITCHELL has it with revolutionary new Expando-Mount. The flexible sides of a MITCHELL draw out like an accordion to fit the unit neatly and securely in the window, achieving a completely air-tight, dust-tight installation. No muss, no fuss, no cutting—installation is done in less than half the time.

You'll like to sell MITCHELL... easiest to install everywhere



mounts neatly in a transom or through wall installs at top of window



closer to window than the sill half inside and half outside flush with outside wall

MITCHELL, the first air conditioner to fit flush with the wall, installs easiest everywhere...is adaptable to any installation.

**completely new product
engineering**

**new expando-mount
versatility**

MITCHELL

brings you next year's features today

Shattering merchandising traditions, Mitchell moves up all changes planned for 1956 into 1955... to give you more to talk about... more to sell at full list price against any competition.

Sell the most respected name in air conditioning backed up by the United States Testing Company Seal of Quality, certifying MITCHELL's consistent air conditioning efficiency. Sell the line backed up with merchandising innovations such as the exclusive MITCHELL Dealer Distributor Protection Plan, Early Bird Incentive Travel Program and a Nation-wide Consumer Give-Away Promotion. Be a part of the air conditioning industry's largest advertising program... be a franchised MITCHELL dealer!

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Only MITCHELL Has
the Weath'r-Dial!

MITCHELL Takes No Space in the Room

Only the comfort tells you it's there. The smart, Cadillac Beige cabinet is a triumph of functional beauty! Mitchell, the world's finest room air conditioner is all new... years ahead...there has never been an air conditioner that provides so much comfort, peak performance and styling. Mitchell is unmatched for years to come.

Only MITCHELL Has the Weath'r-Dial!

Select the weather as easily as you'd dial a radio. Takes all guesswork out of operation. Provides seven levels of comfort: Dyna-Cool...Nite-Cool...Arid-Dryer...Ventilate...Exhaust...Cool and Ventilate...and Dyna-Heat for instant room warmth on cold mornings.

Mitchell for 1955—A selling dream come true for every air conditioning dealer.

SUPER HIGH CAPACITY SERIES

1/4 H.P. Model M-345. Ideal for rooms up to 500 square feet. MITCHELL is certified by the United States Testing Company to carry its famous Seal of Approval. Features AFM switch, Weath'r-Dial, Dyna-Heat, two speed motors, Expando-Mount and Automatic Thermostat as standard equipment. Operates on 115 volt, 1 phase, 60 cycle alternating current.

1 H.P. Model M-1005. For air conditioning rooms up to 700 square feet in homes and offices. Features AFM switch, Weath'r-Dial, Dyna-Heat, two speed motors, Expando-Mount and Automatic Thermostat as standard equipment. Operates on 230 volt, 1 phase, 60 cycle alternating current.

1 1/2 H.P. Model M-1245. Provides complete air conditioning for rooms measuring up to 900 square feet. Features AFM switch, Weath'r-Dial, Dyna-Heat, two speed motors, Expando-Mount and Automatic Thermostat as standard equipment. Operates on 230 volt, 1 phase, 60 cycle alternating current.

DEL-AIRE SERIES

1/2 H.P. Model M-235. For complete air conditioning of rooms up to 250 square feet MITCHELL's advance design chassis provides the utmost in dependable operation. Features Expando-Mount Installer, Weath'r-Dial for cooling, Ventilate, and Exhaust, Directional air control as standard equipment. Operates on 115 volt, 1 phase, 60 cycle alternating current.

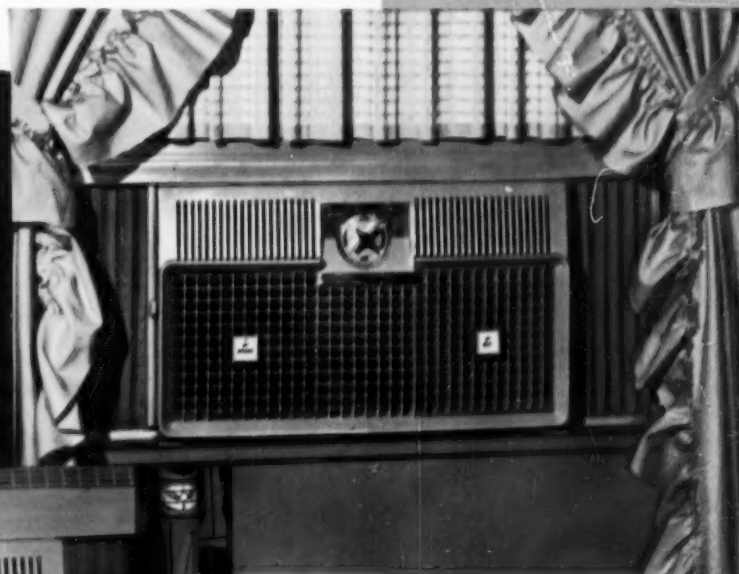
1/2 H.P. Model M-225. Ideal for rooms up to 385 square feet. Advance design chassis for super high capacity cooling. Features Expando-Mount Installer, Weath'r-Dial for cooling, Ventilate, and Exhaust, Directional air control as standard equipment. Operates on 115 volt, 1 phase, 60 cycle alternating current.

With Super High Capacity Chassis

1/4 H.P. Model M-345. For air conditioning rooms up to 500 square feet in homes and offices. Features MITCHELL's brand new Super High Capacity Chassis that is unmatched in operation. Expando-Mount Installer, Weath'r-Dial for cooling, Ventilate, and Exhaust, Directional air control as standard equipment. Operates on 115 volt, 1 phase, 60 cycle alternating current.

1 H.P. Model M-2005. Ideal for small commercial establishments. Features all new Super High Capacity Chassis for unmatched air conditioning and dependable operation. For rooms measuring up to 700 square feet. Also features Expando-Mount Installer, Weath'r-Dial for cooling, Ventilate, and Exhaust, Directional air control as standard equipment. Operates on 230 volt, 1 phase, 60 cycle, alternating current.

new true flush mount
design



1/4 H.P. Model M-345



1/4 H.P.
Model M-345

MITCHELL dealers will
have the new product
in room air conditioners
to command more
consumer dollars

Sensational
**GIVE-AWAY
CONSUMER
PROMOTION**

1 out of every 20
MITCHELL
room air conditioners
FREE in February



Free!
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2nd. big year
for **D.D.P.
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Hundreds of
thousands of dollars
paid out to
MITCHELL DEALERS
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only **MITCHELL** dealers get all these benefits

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of the **United States Testing Co., Inc.**
to point to with pride!



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The National Appliance-Radio-TV Picture

where freezers have always sold well, there were disappointing lags in sales. Only in New Orleans, where the upswing began in March, was there an exceptional gain in freezer sales.

There are signs of better cooperation among different factors in the appliance industry which should lead to corresponding boosts in appliance sales. It will be interesting, for example, to learn the final results of United States Steel's "Operation Snowflake," designed to help dealers sell more white goods during the Christmas holidays. Enthusiastic reports from some utilities and dealers were heard, citing the fact that this is the first time a raw material producer has taken a hand to help the selling picture. If the results are good, this could be a definite trend in the industry, advantageous to producer, marketer and consumer alike.

The Great Lakes



By N. BLEEKER GREEN

November business up . . . Year's totals ten percent under 1953 . . . Planned promotion lacking . . . Ohio as a typical test market . . .

BUSINESS in the Great Lakes region varied for the month of November this year. Generally it was up from the previous month of October. One dealer in the Pittsburgh area reported a jump of thirty percent from last month, but most of the merchandise merchants pegged their increase around ten percent above the preceding October business. One pointed out that November is normally better than October, but any comparison must depend on just how good October was.

But the picture of November this year as against that of last year is different. And it reflects the yearly picture as well. While a few dealers do show a boost from the sales total of last year, the majority are reporting a decided dip in percentage figures. While it is hard to set any across-the-board average, the pace seems to run close to ten

percent under November of last year.

This Year and Last. The natural question is how does this year stack up against last year? Most definitely it seems to be down. Much depends upon the results of the fourth or last quarter and just how much it contributed to upgrading business volume for 1954.

Most dealers felt they would end the final month and the last quarter with a good rise in overall business. But the year will be down by some ten percent, according to the majority queried in the Great Lakes region.

Many factors have affected the combined business of our people during 1954. The first two quarters were off. Strikes in many areas depressed the paychecks moving into the pipeline. Economic slowdowns were general throughout the area. Although the final spurt of the year has been a good healthy one, it was not strong enough in most places to recapture the lost business.

Regional patterns varied within the territory, with Columbus, Ohio, reporting a good volume and the chance of reversing the generally lower figures. Dealers reported both shopping and sales picking up in December and as one put it, "Total units and gross will be higher in 1954." One aggressive merchant pegged his year-end results at 20 to 25 percent over 1953.

But other parts of the Buckeye State brought in different stories. Dealers in Canton and Newark thought the fourth quarter would equal or pass that of last year. But they did not think it would be enough of a push to bring the year's total up enough to pass 1953.

One Pittsburgh retailer, although reporting higher sales volume, pointed out that his cost of doing business had risen and that, since it has been more expensive to operate during the past year, his higher volume might not be as profitable. But Pittsburgh, plagued with a year-long department store strike, had a ray of light when one phase of this was settled in late November. Steel production began to boom again and the outlook for the coming year gave the retailing folks more promise than they had hoped for.

Reports from Kentucky showed that dealers would just about hold their own when the yearly totals went up. A few ended up in the plus column, but most remarked they would be content to break even. West Virginia showed a similar pattern, with a few exceptions. But both areas have been troubled by the economic slowdown of coal and the slow start of the steel industry during the first two quarters.

The Movement. Laundry equipment led the parade in the white goods field for another month and shows signs of becoming a staple leader in the field. A smattering of range and refrigeration sales sparked the volume tallies here and there, adding to the volume picture.

Television held its own after a good pickup in October and seems to be backing up the predictions of most dealers that this will be an excellent year. Throughout the area, dealers were working with a season they termed "very good."

Although table models have been getting a great share of the play and volume in the television field, consoles have not been neglected. A check of dealer sentiment shows that a great percent of them are moving consoles in greater volume than table units. Basically the dealers are working, or trying to work with, the bigger ticket for greater dollar margin. Television shows an active and busy turnover in the \$200 to \$300 bracket in some sections of the region, but there is no definite pattern.

Low-end Leaders. Some of the questioned dealers felt the low end of the line was still moving the best, but that the \$200 to \$300 range provided them with the most dollar volume. Many of them have been casting cagey eyes at the new lines being shown by distributors and pricing will be an important factor for the coming merchandising year.

Christmas housewares inventory began to pick up around the first of December for most of the dealers reporting. Inventory showed a decided pickup with greater depth of stock being carried at dealer level in some cases. And the final two weeks of November showed an upswing from the opening two week period. And as stated here last month, many dealers were still relying on distributors and wholesalers to do their warehousing.

The Push Ahead. One of the surprising observations of the Great Lakes market is the response from dealers on coming promotions. Asked whether they had any strong promotions coming up and what they were planning for the coming year, many replied with a "not yet." What this does show is that many dealers were holding back until they had a good look at the new lines coming up. It also shows a definite lack of advance planning and promotional coordination.

Much of the promotional effort today is stemming from the manufacturer and distributor level, with the retailer riding along for what he can get. A good seasonal program, scheduled for the complete year in black and white on paper, could be of much help. A check of the dealers reporting the best volume in their respective areas shows them to be the ones with concrete plans on the promotional side of the business.

One Columbus dealer stated he planned on "installations included with dryers, ranges and disposers . . ." Another was "preparing white elephant sales for January . . ."

All too many of the dealers said their promotion would be "about the same as always." With thinking like this in

our highly competitive merchandising field, their volume is also likely to remain "about the same" while others get a greater share of a growing and rising market.

Ohio Story. Appliance sales at retail level have been getting a good promotional boost in the Buckeye State lately, thanks to the aggressive efforts of the *Saturday Evening Post*. Designed to help sell appliances at the dealer level, the second chapter of the "Electric Servants Fairs" closed recently in Zanesville and Cambridge, Ohio. Co-sponsored by both the big consumer magazine and the Ohio Power Co., the experimental project followed the pattern set in the initial Van Wert (Ohio) project (EM, October, 1954).

Using traffic building cards (which carry participating dealers' names and prizes offered) on a large consumer mailing list, the move into larger urban areas really produced sales. Some 16,500 cards were mailed in the Zanesville area alone, covering both in-town and rural areas.

Nine dealers participated in the Zanesville operation, moving over 200 major appliances during the eight day period. According to C. W. Lawrence, Ohio Power sales representative, some 117 units were moved during the week directly following the event. Television headed the list of volume movers (90), while refrigerators (24), ranges (19), dryers (33) and washers (27) rounded out the leaders.

The Far West



By HOWARD M. EMERSON

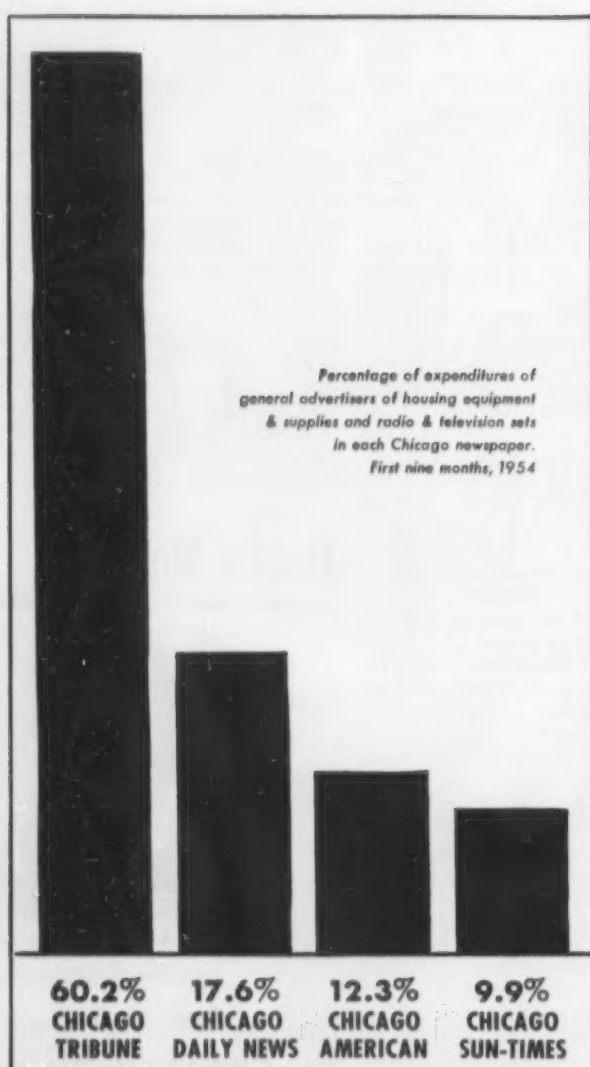
New year offers a favorable sales climate for western dealers although more weak sisters will fail . . . Look for a renaissance of freezers, more successful promotions

DEALERS and distributors in the Far West are entering the new year under conditions more favorable for profitable appliance-TV business than (Continued on page 24)

More sales action by dealers!

More buying action by

Greater all-around



YOU GET greater sales action all down the line when you advertise in the Chicago Tribune. That is why general advertisers of appliance store products show such a marked preference for the Tribune.

The Tribune is Chicago's primary source of buying information. It is the No. 1 hard lines medium in the midwest, both with consumers and with advertisers.

Put the selling power of the Tribune behind your line and you use the most powerful form of brand promotion this market has to offer. It can help you get more out of every dollar you spend for promotion in this area.

You use Tribune advertising most effectively when you develop it with the help of the Tribune consumer-franchise plan. Designed for your particular situation, the consumer-franchise plan uses an unexcelled knowledge of the Chicago market to help you get more sales and a stronger market position.

A Tribune representative will be glad to explain the consumer-franchise plan in detail to you. He can show you with actual case histories how it has helped other manufacturers. Why not get in touch with him today?

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago A. W. Dreier 1333 Tribune Tower Superior 7-0100	New York City E. P. Struhsacker 220 E. 42nd St. Murray Hill 2-3033	Detroit W. E. Bates Penobscot Bldg. WOodward 2-8422	San Francisco Fitzpatrick Associates 155 Montgomery St. GARfield 1-7946	Los Angeles Fitzpatrick Associates 3460 Wilshire Blvd. DUnkirk 5-3557
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MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

YOU OWN THE STRONGEST CONSUMER FRANCHISE IN CHICAGO . . .

consumers! selling effectiveness!

THE TRIBUNE GETS YOU MORE SALES ACTION THESE FOUR WAYS!



1 REACHES THE BIGGEST AUDIENCE! With Tribune advertising you place your product story before the families who account for the bulk of the appliance store purchases in Chicago—hundreds of thousands more families than are reached by any other Chicago newspaper.



2 READ BY YOUR BEST PROSPECTS! Chicagoland families know from experience that the Tribune contains by far the largest selection of home merchandise offers. When they get ready to buy, they turn to the Tribune for shopping information and guidance.



3 VALUABLE AID FOR YOUR SALESMEN! A schedule in the Tribune gives your salesman a powerful selling point to use with Chicago dealers who know and use the Tribune's superior ability to produce cash register response to their own advertising.



4 GETS MORE DEALER SUPPORT! Dealers give your line an extra push by merchandising your Tribune advertising to their customers with tie-in displays, mailings and mentions in their own advertising. They know it brings them more pre-sold customers.

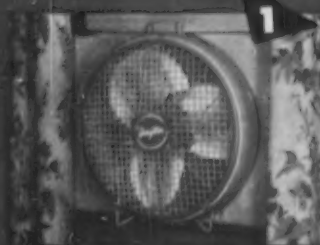
WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!

Brand New

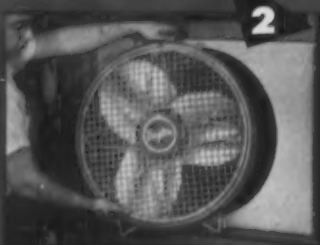
20"



DAYTON Deluxe 3-WAY FAN



3-SPEED WINDOW FAN
Disperses hot, stuffy room air with refreshing outside air, quietly. Fits 27" to 29" windows.



REVERSIBLE FAN UNIT
3-Speed "lift-out" fan unit easily reversed in window panel to blow in cool outside air.



REMOVABLE FAN UNIT
3-Speed fan unit easily released from panel to use as a portable air circulator and cooler.

DESIGNED FOR YOUR 1955 FAN MARKET

Handsome, Versatile, Efficient, Low-Priced

Sweep the '55 window fan market—sell the fan with most comfort features—sell this new Dayton 3-way, 20" window fan. Has flashy eye-appeal — 3-way comfort appeal — price and value appeal. For homes, apartments, offices, stores, factories, etc.

The Dayton Deluxe has 20" blade, 3-speed "lift-out" fan unit that is mounted in 22" x 31" wide window panel. Equipped with simple but positive spring lock hook.

Fan unit delivers 3250/3210/1800 CFM, quietly, efficiently. 3-speed Dayton motor. Unit has rigid steel frame with chrome plated woven-wire guard on both sides—also switch, handle and base.

Flanged panel extensions adjustable to 39" windows. Smart pearl-grey enamel finish that blends with fine room furnishings. Recommended list price \$60.50. Liberal dealer discount. Order a test sample—you'll be sold.

SELL A LARGER FAN MARKET WITH COMPLETE DAYTON LINE



10 to 20" WINDOW FANS



24 to 48" ATTIC FANS



BELTED WINDOW FANS



12 to 18" UTILITY FANS



KITCHEN EXHAUST FANS



12 to 24" EXHAUST FANS



NO-DRAFT HASSECK FANS



18 to 30" CIRCULATOR FANS

Dayton Fans

DAYTON ELECTRIC MFG. CO.
SALES OFFICE: 102 S. OAKLEY BLVD., CHICAGO 12

MANUFACTURERS of Dayton Fans and Blowers—Dayton Electric Motors—Tool Pumps and Water Systems—Speedaire Air Compressors



**WRITE FOR
YOUR 1955
DAYTON FAN
CATALOG**

APPLIANCE-RADIO-TV PICTURE

—CONTINUED FROM PAGE 21—

was expected by most of the industry six months ago. A general feeling of optimism has pervaded the individuals here, and not all of it is either momentary response to satisfactory fall volume, or a feeling that the discount situation may not be getting worse.

By the Wayside. There is some indication that '55 will see an increase in the number of dealers going out of the appliance business — either through failure, or, in the cases of hardware and furniture stores, through dropping the appliance departments. Yet, this increase in dealer failures is definitely tied in with the presumption that 1955 will be a good year for the industry here. Basic reason seen for the failures is the trend to restrictive franchising by distributors. Names could be listed here of dealers who have been footbaling top name brands of white goods for years and who have been cut off during the last three months. By mid-Winter many of these dealers will be out of business, into another business, or struggling with off-brand merchandise.

A Hope For Promotions. Dealers who will profit by restrictive franchising, through increase in the area "given" them, or through elimination of "legitimate cut throat competition" have on the side of good business for '55 another guesstimate—that promotions of all types will be more profitable than for any year since the war. In every section of the Far West, promotions by leagues, utilities and dealers have been clicking during the last four months—and tie-ins with national promotions show some improvement. Here are some examples:

Tie-in promotions offering a 110-v dryer at little extra cost have been moving automatic washers at a fast rate for many small dealers—and at a good mark up, too. During November and December, in those cities having color TV programs, dealers have been holding open house publicized by distributor advertising — results have been favorable increase in sales of 21-in. b&w sets in the over-\$200 bracket. In western Washington, a league sponsored promotion went over quota 107 percent on refrigerators and 113 percent on ranges.

In northern California the Diamond Jubilee promotion took an extra 106,000 prospects into dealers' stores to make a selection of the appliance (by brand and model) which they hoped to win from the \$20,000 in prizes.

Only drawback to success of promotions is seen in continued lack of qualified sales personnel to follow up leads produced by the promotions. No one seems to have the answer (except Sears). Distributors are finding some dealers turning down promotion ideas because the store now has more prospects than personnel to sell them.

(Continued on page 28)



This label identifies genuine Porcelain Enamel, made in accordance with established P.E.I. standards.

a "skin" 99

that gives more than

"skin deep" satisfaction

And you can easily *demonstrate* the advantages of Porcelain Enamel with a few familiar objects—a coin, lipstick, book of matches, bottle of iodine. You can prove to your customers that Porcelain Enamel survives service conditions that destroy other finishes.

The satisfaction your customers enjoy from the Porcelain Enamel finish on an appliance extends far beyond the beauty of its glossy surface. You can express it in terms of lessened housework (easier to keep clean) . . . pride of ownership (non-yellowing, non-fading) . . . serviceability (doesn't scratch, stain, rust or discolor) . . . sound investment (more for the money).

Wherever you are showing appliances finished with Porcelain Enamel—washers, dryers, ranges, refrigerators and others—use the outstanding advantages of this superb finish to step up your sales!



Send for this booklet. It will help you analyze the selling features of Porcelain Enamel as they apply to various household appliances. It contains, also, suggestions for performing most effectively the demonstrations referred to above. Use the coupon.



This message sponsored by the Frit Division of the

PORCELAIN ENAMEL INSTITUTE, INC.

1346 Connecticut Avenue, N. W.

Washington 6, D. C.

PORCELAIN ENAMEL INSTITUTE, INC., Washington 6, D. C. 12-EM

Please send a free copy of your booklet, "Selling Facts About Porcelain Enamel." Also send me (please check):

☐ Information on the fully equipped Porcelain Enamel Demonstration Kit
☐ Data on the P.E.I. Label for Porcelain Enamel surfaces

Name _____ Position _____

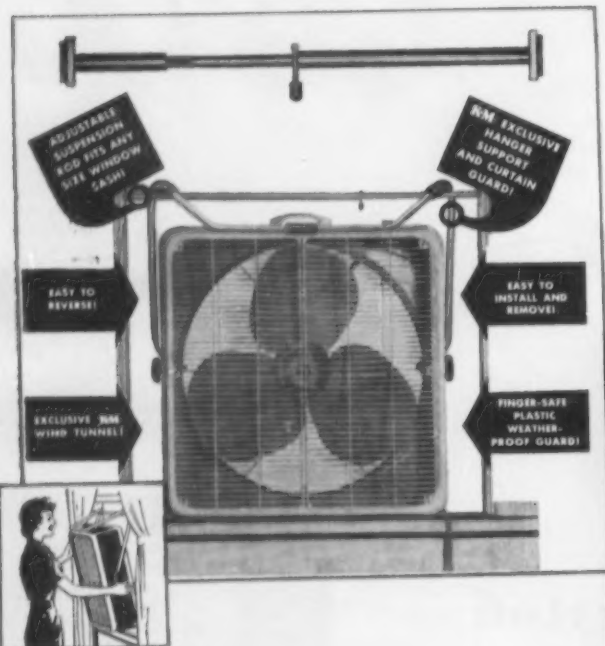
Company _____

Address _____

New 1955 KNAPP

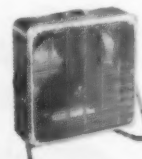
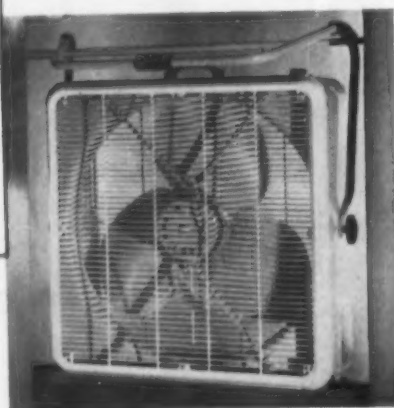


20" Swing-A-Round



**Reversible — both a blower and exhaust fan
Fits any window without nails or screws...**

KN exclusive adjustable suspension rod for easy installation, plus twist-of-the-wrist reversible features are sure-fire sales appeal. The **KN** Swing-A-Round is the most versatile fan on the market today, can be easily lifted from window and placed on the floor as a circulator or a blower fan. 2 speeds... high and medium. Pitched blades and exclusive **KN** Wind Tunnel assures maximum air delivery. In smart seafoam green for "eye" and "buy" appeal.



AS A BLOWER FAN

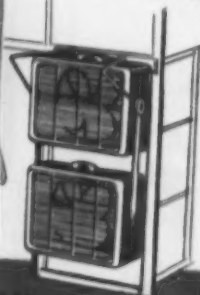


AS A CIRCULATOR FAN



All-A-Round Fan

Fits the demand for a casement window fan. Not only fits all casement windows, but easily doubles as an all purpose house fan. Light weight, easily portable. Great opportunity for double sales! By suggesting the use of one fan in window for intake and another fan for blower position (As Illustrated). When used on the floor, the hanging bracket becomes the support. The **KN** ALL-A-ROUND can be placed in either blower or circulator position; seafoam green, 2 speeds—medium and high.



Jack Frost Fans

With **KN** exclusively designed "variable degree" oscillating sweep, Rotary 2 speed, High—Medium switch located safely away from blades, rubber feet that cuts vibration and protects furniture. Can be used as either oscillating or stationary fan.

KNAPP  MONARCH

BETTER PRODUCTS FOR BETTER LIVING ST. LOUIS 16, MISSOURI

MONARCH

Fans

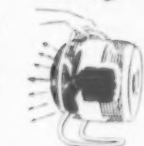
See them at the
HOUSEWARE SHOW!



Duo-Aire Fan

With exclusive **KM** reversing gear, for
use as a blower fan or in hassock position

The fan that solves the cooling problem all around the house—and around the clock! Only the **KM** Duo-Aire is both a blower in one position and a scientific circulator in the other. There are no attachments necessary to change from one duty to another. A flick of the handle not only turns the fan from blower to circulator but, *inside the housing* the fan and the motor reverse positions for scientific circulator cooling. The Duo-Aire fan has 2 speeds—high for quick cooling... medium for quiet steady breeze. Customers will appreciate the **KM** Duo-Aire's, light weight and sturdy construction and the ease with which it can be put into either blower or hassock position. Comes in seafoam green, with long 12 foot cord.



KM DUO-AIRE in
blower position.



Watch motor actually
turn about within the
housing.



KM DUO-AIRE in has-
sock position draws air
UP and OUT for widest
air circulation.



20" Rol-A-Round

Nothing rolls as easy as a wheel! That's what makes the **KM** Rol-A-Round the ideal portable easy to roll anywhere from the attic to the basement. The height is adjustable so that it can be rolled right up to any window and can be tilted to any desired angle. When at the top of the stand the distance from the floor to the top of the fan is over five feet! Can be used as an exhaust fan simply by rotating the fan without moving the stand. 2 speeds—medium and high. Seafoam green.



NATIONAL HOUSEWARE MANUFACTURERS ASSOCIATION
CHICAGO, JAN. 13-20 • NAVY PIER, BOOTHS NO. 648, 650, 652, 654

Redmond

"Customer Engineering Service"



HELPS the DEALER too!

Perhaps you've heard about Redmond's Customer Engineering Service; it's available to any manufacturer who might be up against a tough application problem involving low range power. It's a service maintained solely to help the manufacturer find a power unit for his product that will meet exact specifications.

Did you ever consider how this service benefits you, the dealer?

You receive the benefits of this service in the form of customer satisfaction and acceptance . . . determined by the long life and dependability of Redmond powered products.

And, you can count on it continuing, for in the past twenty-five years, 50 MILLION REDMOND MOTORS have assured this customer acceptance.



The Standard of Dependability

ADVERTISED IN
The Saturday Evening
POST

Redmond

COMPANY, INC.



MAIN OFFICE: OWOSSO, MICHIGAN

WESTERN AREA OFFICE: 1260 SO. BOYLE AVE., LOS ANGELES, CALIF.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 24

Freezers' Second Chance. To many in the industry here, 1955 looks good for another reason—the awakening of "sleepers". For the second time since the war, freezers come in this category. While there may not be too much awakening in California's metropolitan areas, the Northwest, Mountain states and Southwest should see much renewed interest in freezers, particularly the 15- and 18-cu. ft. sizes. Food-freezer plans operated out of department stores are showing increased acceptance . . . but they are not suede-shoe operations.

During just the past three months, another sleeper has begun to stir, and to get interest from many dealers here. This is packaged hi-fi. But while the Far West considers itself the most music minded section of the country, the first stumbling block to stimulating hi-fi sales is at distributor level. Either they believe that one must get into the hi-fi custom business to do any volume, or they are too absorbed in TV to care. The few distributors that have pushed hi-fi sets onto their dealers and showed them how to sell them are making big plans for this business in 1955 for they have reaped a nice profit so far. They are proving that packaged hi-fi in the \$125 to \$250 bracket is a profitable follow up to customers who've had tv for a year or more.

From Here and There. If we are approaching a saturation in homes and appliances, the utilities don't know it; appliances are going to have to be sold to use the nearly 1,000,000 kw being planned for the Northwest in a new hydro project on the Snake River tying in with four utilities. Arizona Pub. Serv. just completed Saguaro Plant, now starts Ocotillo project to add another 100,000 kw—most other utilities are continuing building programs here. It seems long way from day reported by western Colorado Power when early hydro project was delayed because nearby farmers didn't believe an 80 foot dam could be safely constructed.

Number of rainy days each year is being publicized by Sacramento utility to help dealers promote dryer sales, bringing a wag to reply that "when a California city admits having rain, it needs business bad" . . . Some 450 members of electrical industry in San Diego got together for elaborate shindig honoring 47 members having more than 40 years service in electrical industry there . . . San Diego offered color service training to qualified TV servicemen, has sold out classes, will have to hold more . . . San Francisco Narda group held three day session for dealers' salesmen, taught them that "selling more . . . it's easy." End

Our Predictions Come Home to Roost

"The year 1954 will be a year of lower business activity."

That was the way we started the outlook article on the opening page in last January's issue. Within the framework of that general statement we were correct in our predicting. But we went further. We said that business wouldn't be off very much. And again we were right—although our "not much" was bigger than the actual drop, at least as far as this industry was concerned.

Radio and TV sales, we said, would total \$1.8-billion. We were close. They were \$1.9 billion, off 16.6 percent from 1953's total of \$2.3 billion.

Appliances, we predicted, would add up to about \$4.2-billion. Actually they were closer to \$4.8-billion, just about the same as in 1953.

On some things we missed the boat. For example, we figured on about 700,000 dryers in 1954, but we underestimated the vigor of this new appliance and the 890,000 units actually sold made us 27 percent wrong.

Freezers we overestimated. We figured 1,250,000 units. Actual sales were 975,000, about 24 percent off.

On some other appliances we were closer. Ranges, for example: between 1,200,000 and 1,500,000 estimated; actual sales 1,220,000. We estimated output of 3,500,000 washers. Actual production was 3,650,000.

On our estimates of general business we had some plusses, some minuses. We predicted a five percent drop in industrial production. At this writing it was closer to seven percent. We looked for a little more than a one percent fall in disposable income. Actually it gained about one percent. The predicted "small drop" in steel production turned out to be a pretty substantial one—about 20 percent. And defense spending fell rather more than the "slight drop" we estimated—unless you can call 15 percent a slight drop.

All in all, our crystal ball didn't lead us too far astray, especially when we used it to say that ". . . the appliance business should look for another good year in 1954, even if not quite up to the levels of 1953."

It was a good year. But it wasn't quite up to 1953.

Meet your new appliance salesman for 1955



Copyright 1954,
McCall Corp.



**If you'd like to put your name on this tag—and this tag on your product—see the man from McCall's!*

...this new never

Now McCall's, with its
powerful influence on
millions of families, tells
them why to buy your
appliance...and tells them
at the point of sale!

Copyright 1954, McCall Corp.



WE USED IT... McCall's homemaking experts make a series of exhaustive use tests on a specific model of your product in McCall's famous Test Rooms. These tests are conducted under typical home-use conditions to determine degrees of performance satisfaction, ease of operation, appearance and special use features.



WE LIKE IT... Results of all use tests are evaluated by McCall's Test Room Staff. These findings are printed on the "USE-TESTED" tag attached to your product, written in simple, non-technical terms that every homemaker will understand. Each tag tells convincingly why we are sure the buyer will like it, too.

appliance salesman stops selling for you!

With a McCall's "USE-TESTED" tag or sticker on it, your appliance literally *sells itself* to the more than 4,500,000 families who read and believe in McCall's. For years a leader in editorial articles that sell appliances, McCall's now puts its influence to work for you, at the point of sale, to help sell *your* products.

HERE'S WHAT McCALL'S "USE-TESTED" TAG DOES FOR YOU!

- It presents specific reasons to buy, not a vague general endorsement.
- It provides retail salesmen with convincing fingertip "sales-talk"—based on actual use testing of your product.
- It is a direct endorsement of the use values of your product by authoritative homemakers—the editors of McCall's.
- It enables you to do a **DOUBLE SELLING JOB...**

SELL the use values of your product to all shoppers at the point of sale!

RE-SELL shoppers already pre-sold through your advertising in McCall's!

Copyright 1954, McCall Corp.



SHE'LL BUY IT!... People buy what they believe in. And for years they have believed in McCall's. They take McCall's word on product performance. When a shopper sees McCall's "USE-TESTED" tag or sticker on your appliance, she'll believe in it, understand why she needs it—and buy it!

USE-TESTED

by / **McCall's**

IN McCALL'S TEST ROOMS we test a great variety of new appliances and products. We use them to cook meals, wash clothes, clean rooms — just the way you probably do in your own home. That's why, when we have tested a product and like it, we believe you'll like it too.

PRODUCT NAME
AUTOMATIC WASHER
gave us consistently fine results.

We used it with all types of wash loads, with hard water and soft, soap and synthetic detergents. Even with stubborn dirt, this washer produced bright, clean, well-rinsed washes, damp-dried.

We found it does a normal wash in completely automatic fashion from fill to finish. For small loads and not-so-dirty clothes, we cut water and wash time using the Twirl 'n Set control.

We liked the full width light that illuminates the top surface and into the machine. The booster heater keeps hot wash water really hot. The powerful final spin meant we were able to iron many clothes directly from the washer.

FEATURES WE ESPECIALLY LIKE:

- COMPLETELY AUTOMATIC** — load it, set it, let the washer work.
- TWIRL 'N SET CONTROL** — lighted, flexible, easy to use.
- SUPER-FLOW WASH** — agitates thoroughly but gently.
- SAFETY-SPIN** — machine stops if opened during spin. Other times you may peek.
- GOOD DESIGN** — sleek lines, flush-to-wall construction.

"we used it and we like it!"

McCall's

keeps appliances moving!



DEALERS CHOICE



UNBEATABLE COMBINATION

Order any combination of ELEVEN units at the dozen price and receive



Contact Your Distributor or

It will pay you to see our new hand at
BOOTH 384 NATIONAL HOUSE WARE SHOW

All shipments made direct to dealer
FREIGHT PREPAID BY KISCO

In Addition Receive
KISCO SALES AIDS Valued at \$20.00 **FREE**



ADVERTISING DISPLAYS



ANIMATED DISPLAYS

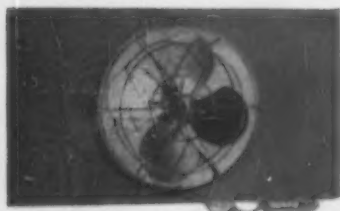


ADVERTISING INSERTS



DISPLAY RACKS

Be sure to see KISCO'S New Models



The Little GIANT-RE 12

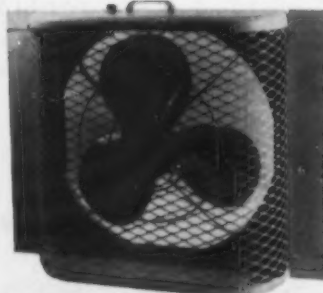
Every home is a market for this sturdy inexpensive reversible 12" fan.



ELECTRIC REVERSIBLE

Finger Tip Control

2 speeds in either direction.



The Big 20" REVERSIBLE-PORTABLE

Two-speed carry about. Sturdy metal guard on all sides.



SALES MANUALS

KISCO COMPANY inc.

2400-40 DEKALB STREET, ST. LOUIS 4, MO.

DESIGNERS - MANUFACTURERS

CIRCULAIR

The "Successor to the Fan"

REG. U.S. PAT. & TM. OFF.

ALL KISCO
PRODUCTS CARRY A

**5 YEAR
GUARANTEE**

and

UL APPROVAL OF
UNDERWRITER'S
LABORATORIES



**Famous
ALLIANCE
TENNA-ROTOR**

*...at
New low prices*

**T-10 was ~~\$39.95~~
Finger-tip electrically controlled. Compact and smartly styled.
NOW \$29.95**

**U-83 was ~~\$49.95~~
Deluxe Model—The only fully automatic antenna rotator on the market.
NOW \$34.95**

Lowest prices in the industry—Now you can sell famous Alliance Tenna-Rotor easier . . . step up your volume and profits! New, low prices will melt sales resistance.

Quality and style go up . . . prices down—And there's an improvement in Alliance Tenna-Rotor quality that makes the new, reduced prices an even better bargain! Technical improvements are built into Alliance products—users get the benefits of research and progress . . . and at lower prices.

Cooperation does it . . . thanks to the splendid cooperation of dealers and distributors the demand keeps climbing—and Alliance Manufacturing Co. has been able to step up production and the economies that result are passed along in these sharp price reductions!

"And now—a brand new low-price TENNA-ROTOR!"



K22
electrically
operated
Alliance Tenna-Rotor.
Price **\$24.95**

Model K22—New, lowest priced rotator on the market! This new economy styled champion features finger tip control—sells on sight—is undoubtedly the *biggest value* in the industry!

The Alliance line keeps pace with the coming changes in television and electronics. Alliance TV aids are styled right—built to last! They include three UHF Converters—Boosters—three Alliance Tenna-Rotors—the new Triceptor line of antennas. Add to this the Alliance radio-controlled Lift-A-Dor . . . electrically operated garage door opener; the first low-priced, quality, automatic garage door operator.

Alliance is in its sixth year of continuous TV advertising!
ALLIANCE PRODUCTS ARE PRE-SOLD!



ALLIANCE MANUFACTURING COMPANY • Alliance, Ohio



**REVOLUTIONARY!
WARM FLOOR HEATING
IN EVERY ROOM —
JUST LIKE A FURNACE
BUT WITHOUT THE
HIGH COST OF
A FURNACE
INSTALLATION!**

SIEGLER MAKE YOU

33 Sieglers Heater Dealers in

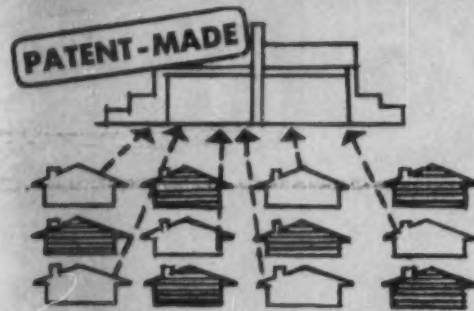
With a few hundred dollars you can base your

**THE
EASY,
SIEGLER
WAY**



**YOU SELL ONE
PATENT-PROTECTED LINE!**

U. S. Patents protect Sieglers' revolutionary performance of Warm Floor Heating . . . and only Sieglers dealers have it to sell!



**YOU "OWN" A HUGE
PROFITABLE MARKET!**

The day that Sieglers' Patents were granted, half the homes in America became Sieglers prospects!

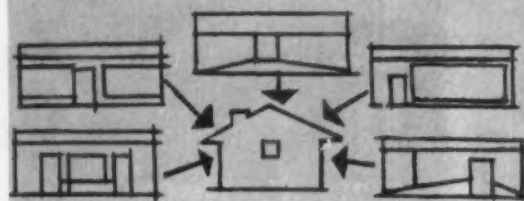
NOW COMPARE THE MORE-THAN-DOUBLE PROFITS OF

**THE
HARD
WAY**



**YOU CARRY MANY
"UNPROTECTED" ITEMS**

Everybody else sells the same type products, too!



**YOU AND EVERYBODY ELSE
FIGHT FOR THE SAME PROSPECT**

Your competitors crowd you; price-cutting is your only weapon!

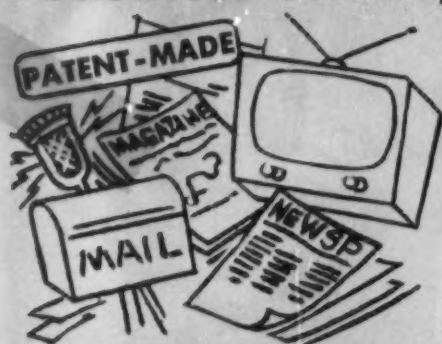
**LET US PROVE HOW SIEGLER CAN
FOR FULL DETAILS CONTACT THE *Sieglers***

HEATER PATENTS

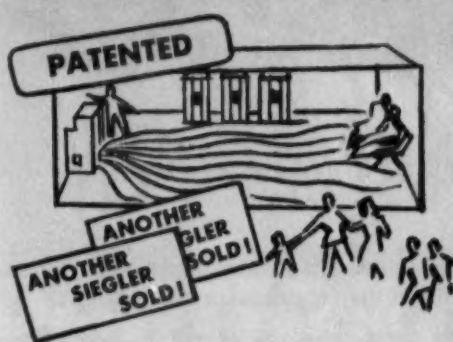
UP TO \$25,000 A YEAR PROFIT

25 states, in just 2 seasons made over \$1,000,000 profit!

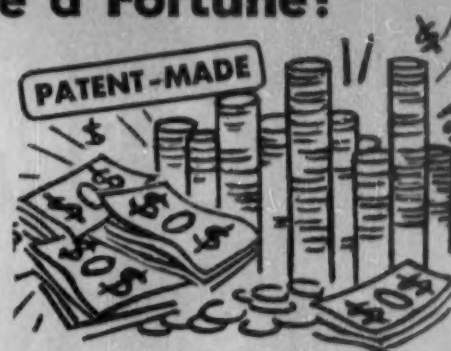
business on Siegler's Patents and make a Fortune!



YOUR ADVERTISING BRINGS 'EM ONLY TO YOUR STORE!
YOU get full benefit and Siegler pays the biggest part. Prospects reached by you must buy from YOU.



YOU'RE IN BUSINESS WITH A SMALL INVESTMENT!
An inexpensive Hot Demonstration Room will clinch your sales! No added overhead . . . but big additional profits!

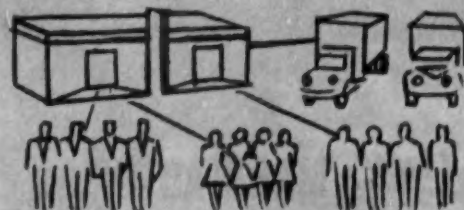


YOU MAKE MORE-THAN-DOUBLE PROFITS!
Siegler's Patented performance, a market you "own" . . . plus our \$1,500,000 advertising program will make you a Fortune!

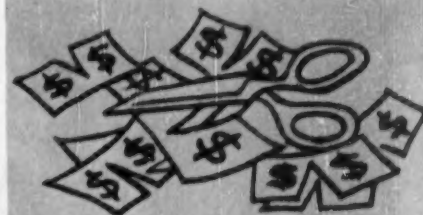
SIEGLER DEALERS WITH THE AVERAGE RETAIL OPERATION!



YOUR ADVERTISING ALSO HELPS YOUR COMPETITORS
"Sure sales" become "shoppers" when everybody sells the same!



YOU HAVE A LARGE INVESTMENT WITH VAST OVERHEAD!
Big inventories and many departments lower your profits!



YOUR REWARD IS SLASHED PROFITS!
Huge investment, small return: that's doing business the hard way!

PUT YOU IN THE BIG MONEY — FAST!!
HEATER CORPORATION, CENTRALIA, ILLINOIS



Osterizers

Portable Food Mixers



Electric Knife Sharpener



Home Hair Cutting Sets



Massage Instruments



Electric Hair Dryer



Avionic Products



These are the famous products of *John Oster* **MANUFACTURING CO.**

They have two things in common. They're electric powered and they're precision-quality built.

That means they give you new sales opportunities, profitable to push because they bring in new customers . . . and because they give the kind of satisfaction that *keeps them sold*.

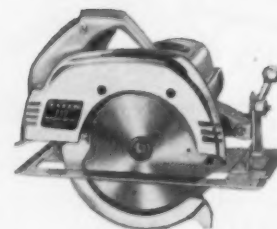
You can assure highest quality always, when you sell any Oster product. The Oster name means quality and precision workmanship, exemplified in the special types of super-critical motors and actuators which Oster supplies for military and civil aircraft . . . where safety depends on quality.

You'll always do better with Oster . . . in sales, in profits, in customer satisfaction.

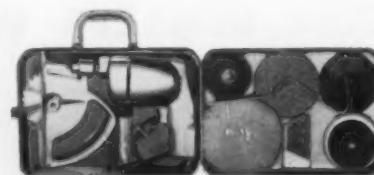
Be sure you have Oster products on hand now, for profitable, new sales in 1955.



Portable Electric Drills



Portable Power Saws



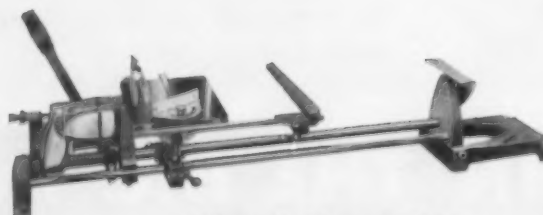
Electric Drill Kits

John Oster **MANUFACTURING CO.**

5055 North Lydell Avenue • Milwaukee 17, Wisconsin



Electric Floor Polisher



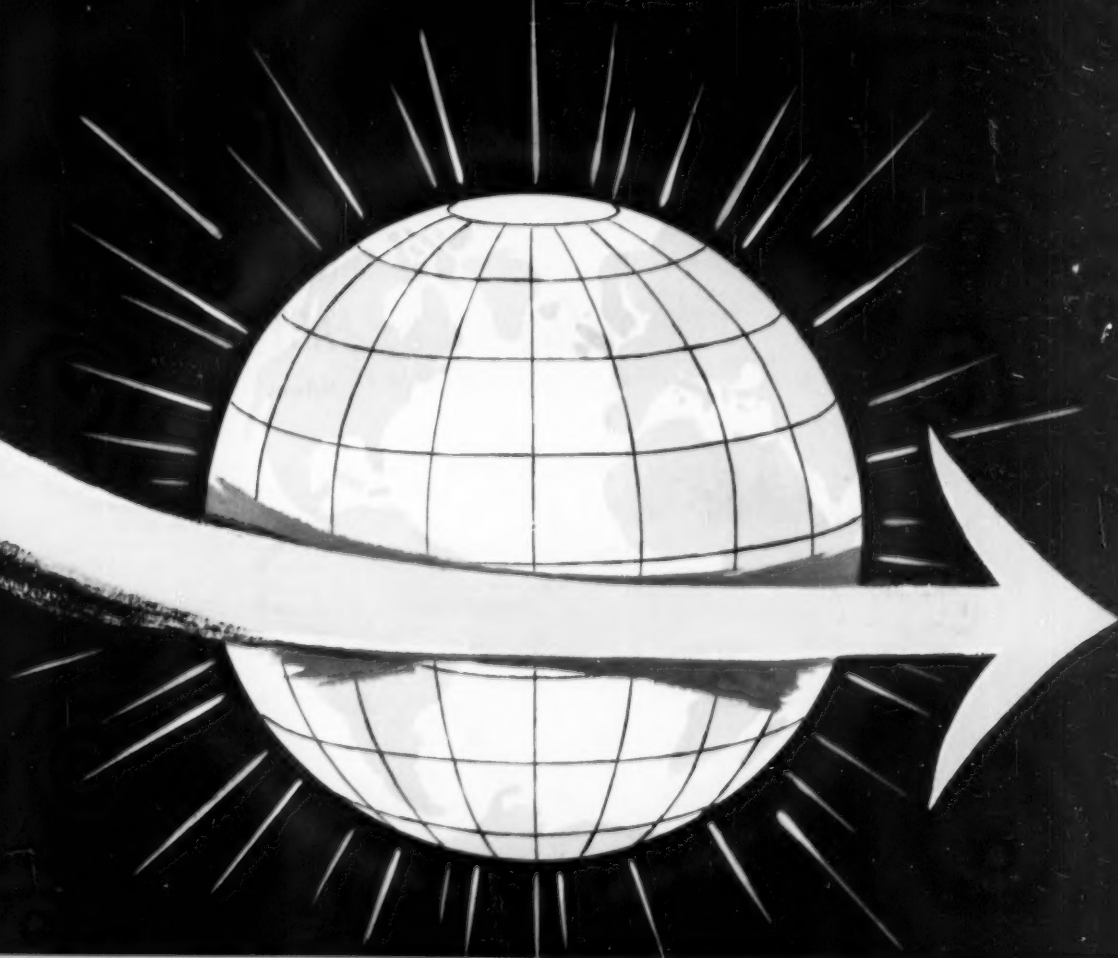
7 Power Tool Home Workshop



Jigsaw

nothing like it in this world!

**the New
Deepfreeze Line
for '55!**



it's a freezer! it's a refrigerator!



◀ The roomy refrigerator, in the Deepfreeze Duplex, defrosts automatically . . . no messy drain water to empty or clean out ever. Because of the new space-saving, exclusive-design evaporator, it holds as much food as any ordinary 12 cubic foot refrigerator. Has attractive removable meat container and roll-out shelves. The handy Dispensador gives you special shelves and compartments for storing bottles, eggs, butter and cheese, as well as a convenient tilt-out vegetable crisper.

• The big, genuine Deepfreeze freezer, in the Duplex, operates independently of the refrigerator section. It holds more than 140 pounds of frozen foods. ▶

The Dispensador offers spacious shelves for additional storage of small frozen food packages and cans of frozen juice concentrates.



announcing the new

Deepfreeze Duplex

A big home freezer and refrigerator in one beautiful cabinet

It costs no more...it takes no more floor space...than an ordinary refrigerator!

The dimensions are: 61 inches high, $31\frac{9}{16}$ inches wide, $30\frac{5}{16}$ inches deep...

Capacity: $11\frac{1}{2}$ cubic feet...You will want to be the first to sell the great new Deepfreeze Duplex in your trade area. Check your Deepfreeze distributor today!

Now the smallest kitchen, or apartment, can accommodate both a full-size freezer and refrigerator. The wonderful new Deepfreeze Duplex gives you both in one beautiful cabinet.

Color-styled in beautiful Copper-tone, and manufactured by Deepfreeze, world-famous home freezer pioneer, the Deepfreeze Duplex is the world's newest appliance.

It makes all standard refrigerators old-fashioned.

Both the refrigerator and freezer sections have their own separate thermostatic temperature controls.

Available in 3 models from a budget-priced Custom to a beautiful, feature-packed Imperial.

And the new Deepfreeze Duplex costs less than an ordinary refrigerator and freezer purchased separately.

Deepfreeze[®]

HOME APPLIANCES

©1955 Deepfreeze Home Appliances, North Chicago, Illinois. Makers of genuine Deepfreeze Home Freezers, Refrigerators, Room Air Conditioners, Electric Ranges and Water Heaters. Specifications subject to change without notice. Deepfreeze Home Appliances also sold in Canada by authorized dealers.

Look for it! Insist on it! Deepfreeze—the trade-name of freezer fame!



Color-styled in America's newest color sensation, "Copper-tone", the wonderful new Deepfreeze Duplex is as beautiful outside as it is inside. Yes, it's copper, coral and cream for the modern kitchen scene.



DON'T DELAY!

Get in Business Today!

**ASK YOUR DEEPFREEZE DISTRIBUTOR
ABOUT HIS PREVIEW SHOWING!**

It Will Pay You!

5 ways to measure the superiority of the fabulous new *Deepfreeze Duplex*

1—the measurement of appearance

- smooth, graceful silhouette
- glowing new color combinations
- steel is Bonderized—white stays white
- styled by a woman to please women

2—the measurement of convenience

- departmentalized for selective storage
- only appliance for total food preservation
- all foods out front for fingertip selection
- refrigerator never needs defrosting
- two feature-packed Dispensadors
- holds as much food as any ordinary 12 cu. ft. refrigerator
- freezer storage for more than 140 lbs. of frozen food
- takes no more space than an ordinary refrigerator

3—the measurement of construction

- one-piece wrap-around cabinet
- seamless cabinet liners
- deep drawn one-piece doors
- exclusive laminar Fiberglas insulation
- easy action, finger-touch latches
- exclusive Electronic Sentinel
- exclusive design refrigerator evaporator
- exclusive "C-55" freezer evaporator
- live rubber gaskets for perfect seal

4—the measurement of performance

- fully warranted compressor
- Electronic Sentinel—correct cold always
- heater unit prevents freezer sweating
- copper-anodized aluminum trim never needs polishing
- freezer adjustable to zero or ten below

5—the measurement of economy

- one compressor serves both freezer and refrigerator
- highest quality insulation and construction means low operating cost
- 5-Year Protection Plan—backed by the most famous name in home freezing



Beautiful glowing band of copper-anodized aluminum enhances the gleaming white exterior. Beautifully embossed Deepfreeze nameplate signifies this is a genuine Deepfreeze appliance.

The Refrigerator

Holds as much food as any ordinary 12 cu. ft. refrigerator. Never needs defrosting. Space for gallon milk bottles. Roll-out shelves. Removable meat container. Exclusive Electronic Sentinel keeps moist cold at correct refrigeration temperature.

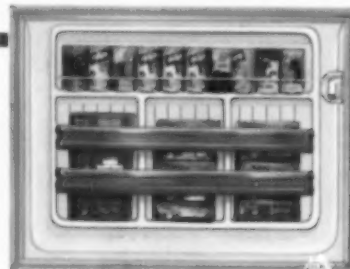


Refrigerator Dispensador

Fingertip selection of foods in efficient departments. Has egg rack... Cheese and Butter compartments with slide-up door. Tilt-out high humidity vegetable crisper.

The Freezer

Genuine Deepfreeze freezer featuring exclusive "C-55" evaporator. Freezes and stores more than 140 lbs. of food at zero to ten below. Special compartments for super-fast freezing of ice cubes. Slide-out shelf and plastic covered steel wire storage basket.



Freezer Dispensador

One-piece polystyrene liner. Special rack for cans of frozen concentrated juices. Fingertip dispensing of frozen food packages in three separate racks.

Only the Deepfreeze Duplex has the "Electronic Sentinel"..... protects your food automatically!

Round out your merchandising program with this RED HOT Profit-making Line!

Deepfreeze proudly presents 1955's Complete Refrigerator Line!



Check the Discounts! Check the Sales Appeal!

You've been asking for it—here it is! A complete, "short" line of refrigerators that fills the needs of every prospect. Prices are right to give you the edge... discounts are deep to provide needed profits. Give this line-up plenty of study—and it will give you plenty of volume in 1955!

New! Genuine Deepfreeze Refrigerator

11.5 cu. ft. Refrigerator

Imperial MODEL A-127

Here is where you will want to put your emphasis—your selling effort—your promotional push.

Actually, it's two big refrigerators in one cabinet! The exclusive design Dispensador is a correct-temperature refrigerator all its own. Here, in the door, is perfect fingertip storage for smaller, usually hard-to-find food items. The main cabinet is still another refrigerator—a specialized storage area that is scientifically compartmented for the general storage of larger food items, meats, vegetables, large bottles, etc.

Deepfreeze gives your customers more—you give yourself better profit—when you sell this great Model A-127.

- ★ **Check These Sales Features**—Here is custom styled refrigeration at mass market pricing. Beauty of design, flawless construction and harmonious colors make this the industry's style leader.
- ★ **Automatic Push Button Defrost**—Defrost only when needed. Just push the button and the entire job is done automatically.
- ★ **Genuine Deepfreeze Freezer Chest**—Full width, Deepfreeze freezer compartment—freezes ice cubes fast, keeps ice cream brick hard. Plenty of room for your frozen foods.
- ★ **Tall Container Storage Space**—Plenty of room for gallon milk bottles and beverage bottles in main cabinet.

- ★ **Roll Out Aluminum Shelf**—Sturdy, non-tilt aluminum shelf for easy selection of every stored food item. Shelf glides out smoothly.
- ★ **Exclusive Design Dispensador**—Everything out front for easy finger-tip selection. Butter compartment, handy jugs, tall bottle storage, egg shelf built into the door.
- ★ **Exclusive Swing-Out Meat Container**—A touch of a finger—meat container swings out for easy selection or storing of meats. Removable cover. Swings back automatically when door is closed.
- ★ **Glass Covered Twin Crispers**—Slide-out crispers for hi-humidity storage of fresh fruits and vegetables.



New! Deepfreeze

9.6 cu. ft. Refrigerator

Custom MODEL G-107

- Full width genuine Deepfreeze freezer-compartment
- Automatic push button defrost
- Three shelves in Dispensador
- Tall bottle storage space
- Glass covered twin crispers
- Handy jugs and butter container

Its size—its beauty—its features! All together they spell out *volume* sales for you. Here is a great new Deepfreeze Custom that is a prospect's first choice when she sees it. Be certain this number is on your floor for eye-catching display and more sales.

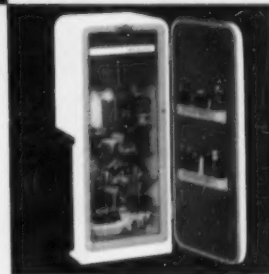


New! Deepfreeze 9.6 cu. ft. Refrigerator Custom MODEL F-107

Smart looks and quality construction make this economy model a first choice for budget-minded customers. Full width Deepfreeze freezer-compartment. Twin crispers. Meat tray. Exclusive Dispensador.

New! Deepfreeze 7.0 cu. ft. Refrigerator Custom MODEL F-77

Always a big market for this compact best seller. Be sure it's in your line to do a complete selling job. Full width freezer-compartment. Meat tray. Gleaming anodized shelves. Has exclusive Dispensador.



Deepfreeze®

HOME APPLIANCES

©1955 Deepfreeze Home Appliances, North Chicago, Illinois.
Makers of genuine Deepfreeze Home Freezers,
Refrigerators, Room Air Conditioners, Electric Ranges
and Water Heaters.

Put New Pep Into Your Sales!



Deepfreeze

PROUDLY
PRESENTS

2

Here's Every Choice to Meet Your Prospects' Needs

A sensational new line of upright freezers, each of which is actually "2 freezers in 1." Special freezer doors are sectionalized to dispense small packages and juice cans. Main compartment for easy-to-select larger food items. And the exclusive "C-55" evaporator and coil shelf construction makes these models the leaders for delivering more direct cold to more storage areas.

NEW!

BIG 16 CU. FT. IMPERIAL Deepfreeze®

- Gleaming white exterior with contrasting copper anodized trim adds to the beauty.
- Dispensador sections for "book shelf" selection of frozen food and juice cans, plus 4 copper anodized aluminum trimmed shelves.
- Freezes and stores more than 560 lbs. of frozen foods.
- Two slide-out shelves and full width basket.
- Three freezing shelves with direct contact coils.

Be sure you display it—you'll be sure to sell it. This great new freezer is yours to sell at a price your customers will like. 16.00 cubic foot capacity.

**a model
to meet every
competitive
situation!**



Popular 12.00 cu. ft. Deepfreeze upright freezer. Features exclusive Dispensador with "book shelf" selection for frozen food and juice cans. Stores more than 420 lbs.



Big 16.90 cu. ft. Deepfreeze upright freezer for large family or institutional use. Dispensador has "book shelf" selection for frozen foods. Stores more than 661 lbs.



Big 18.60 cu. ft. Deepfreeze upright freezer. Stores more than 651 lbs. Have this model for plus sales for small businesses and economy-minded, larger families.

CORAL, COPPER and CREAM in every kitchen scene

All who have seen them cheer the beautiful color-styling in these 1955 Deepfreeze home freezers. You sell beauty as well as savings and quality—when you sell Deepfreeze home freezers.

Get New Action In Your Town!

Complete Freezer Lines

and every one is a gleaming Imperial model

The beauty of coral, copper and cream plus all the exciting features of this great line of Deepfreeze chest type freezers make them the center of attraction for retail selling in 1955. Here is the line designed to give you the answer to every local competitive situation. From the handy "8-footer" to the giant "24-footer" you have with Deepfreeze the freezers that give you the best sellers at good discounts with top profit-opportunities.

NEW!

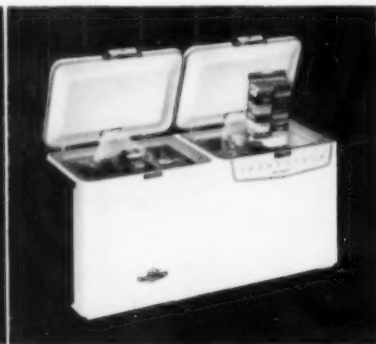
BIG 14 CU. FT. IMPERIAL Deepfreeze®

- Gleaming baked-on enamel exterior—stays white always. Bonderized to prevent spread of rust.
- Seamless exterior and interior adds to beauty and cleanability of all models.
- Front mounted controls and automatic signal lights.
- Exclusive hinged Tilt-Tray is up out of the way—or can be removed for carrying.
- Feather touch latch; floating action, self-aligning lid adds to the convenience of the user.
- Two separate compartments.
- Nested baskets for 3-way use.

Here is the great, new, best selling 13.59 cu. ft. size. Freezes and stores more than 476 lbs. Has interior light, adjustable dividers and features the exclusive, fanless Radiant Condenser—no sweating ever!



Compact 7.67 cu. ft. Deepfreeze chest type freezer—in beautiful coral, copper and cream. Freezes and stores more than 268 lbs. of food. Smart Imperial model.



Over the years this big 17.80 cu. ft. Deepfreeze Imperial has been the popular choice with the economy-minded. Freezes and stores more than 623 lbs. in 2 separate compartments.



Giant 23.71 cu. ft. Deepfreeze Imperial has the de luxe features—plus all the space needed for large families, institutions and commercial establishments. Stores more than 830 lbs.

**a model
to fit every
budget and every
family size**

Deepfreeze®

HOME APPLIANCES

© 1955, Deepfreeze Home Appliances, North Chicago, Ill.
Makers of genuine Deepfreeze Home Freezers,
Refrigerators, Room Air Conditioners, Electric Ranges
and Water Heaters.

The Industry's Blue Book of Home Appliance Distributors

WILL INTRODUCE THE 1955 DEEFPREEZE LINE

Be sure to see the preview of this great new line
at your Deepfreeze distributor's showroom—phone or wire him today.

United States

Alabama, Birmingham
Air Engineers, Inc.
Alabama, Mobile
Air Engineers, Inc.
Arizona, Phoenix
Al Jennings Co.
Arkansas, Little Rock
Wholesale Appliance Company
California, Los Angeles
Radio Television Supply Company
California, San Francisco
Frank Edwards Co., Inc.
Colorado, Denver
Savage and Son, Inc.
Connecticut, Hartford
Emerson Radio of Connecticut
District of Columbia, Washington
Southern Wholesalers, Inc.
Florida, Jacksonville
J & M Distributing Corp.
Florida, West Palm Beach
Bell-Wade, Inc.
Georgia, Albany
Ray Distributing Company
Georgia, Atlanta
Georgia Appliance Co., Inc.
Georgia, Savannah
Ray Distributing Company
Hawaii, Honolulu
The Hawaiian Wholesale Factors
Illinois, Chicago
Triangle Industries Corporation
Illinois, Urbana
O'Toys Distributing Company
Indiana, Fort Wayne
Schwartz-Dollar Distributors
Indiana, Indianapolis
Joyce Appliances, Inc.
Iowa, Davenport
TCR Distributors, Inc.
Iowa, Des Moines
Mid-State Distributing Co.
Kansas, Kansas City
Universal Distributors, Inc.
Kansas, Wichita
Wichita Building Material Co., Inc.
Kentucky, Louisville
Electric Appliance Dist. of Kentucky
Louisiana, New Orleans
Interstate Electric Company
Louisiana, Shreveport
Intracost Distributing Company
Maine, Bangor
Standard Electric Company
Maine, Portland
Edwards & Walker Company
Maryland, Baltimore
Gimbel Brothers, Inc.

Massachusetts, Boston
Glenwood Range Company
Massachusetts, Springfield
The Torbell-Watters Company
Michigan, Detroit
Appliance Wholesalers, Inc.
Michigan, Grand Rapids
Republic Distributing Company
Minnesota, Bemidji
Associated Distributors
Minnesota, Minneapolis
Deepfreeze Appliance Sales Division
Missouri, St. Louis
Broadwell & Company
Missouri, Springfield
Four States Distributing Co.
Montana, Billings
Keefe Auto Supply Co.
Nebraska, Omaha
K. K. Company, Inc.
New York, Binghamton
City Electric Company
New York, Buffalo
Lee Distributing Co.
New York, New York
Joseph Kurzon, Inc.
New York, Syracuse
City Electric Company, Inc.
New York, Troy
Empire State Wholesalers, Inc.
North Carolina, Charlotte
Carolinas Auto Supply House, Inc.
North Carolina, Raleigh
Nash-Steele-Warren, Inc.
Ohio, Cincinnati
Deepfreeze Distributing Corporation
Ohio, Cleveland
G. M. Nutter, Inc.
Ohio, Columbus
Ohio Appliances, Inc.
Ohio, Toledo
Joseph B. Smith Company
Oklahoma, Oklahoma City
Appliance Distributors, Inc.
Oregon, Portland
North Coast Electric Co.
Pennsylvania, Philadelphia
Stuart F. Louchheim Company
Pennsylvania, Pittsburgh
McCutchon Distributing Co., Inc.
Pennsylvania, Sunbury
Big Boys Distributing Co.
Rhode Island, Providence
Glenwood Range Company
South Carolina, Florence
Carolinas Auto Supply
South Dakota, Sioux Falls
Graff Motor Supply Co.
Tennessee, Johnson City
Bomar Appliance Company

Tennessee, Knoxville
Bomar Appliance Co., Inc.
Tennessee, Memphis
The Crenshaw Company, Inc.
Tennessee, Nashville
Appliance Distributors, Inc.
Texas, Amarillo
Heath Wholesale Company
Texas, Dallas
The Bock Corporation
Texas, El Paso
Sunland Supply Company, Inc.
Texas, Fort Worth
The Bock Corporation
Texas, Houston
Straus-Bodenheimer Co.
Texas, Lubbock
Heath Wholesale Company
Texas, San Antonio
E. G. Hendrix Company
Utah, Salt Lake City
Carlos W. Stone Co.
Vermont, Rutland
Torbell-Watters
Virginia, Richmond
Sampson Distributing Company, Inc.
Washington, Seattle
Schwabacher Hardware Co.
Washington, Spokane
Tubbs Electric Co.
West Virginia, Charleston
The Bond-Rider-Jackson Co., Inc.
Wisconsin, Milwaukee
Raytheon Television Distributors

Canada

Alberta, Edmonton
Taylor & Pearson Limited
Alberta, Calgary
Taylor, Pearson & Carson Limited
Alberta, Lethbridge
H. R. Carson Limited
British Columbia, Vancouver
Mackenzie, White & Dunsmuir, Ltd.
Manitoba, Winnipeg
Thomas Rathwell & Company
Nova Scotia, Truro
Electrical Distributors Limited
Ontario, Kitchener
Onward Manufacturing Co., Ltd.
Quebec, Montreal
Union Electric Supply Company Ltd.
Quebec, Quebec City
Martineau Electric Company, Ltd.
Saskatchewan, Regina
Ward Johnston Electric Co., Ltd.
Saskatchewan, Saskatoon
Ward Johnston Electric Co., Ltd.

Deepfreeze Appliances are also distributed in these countries:

Bermuda
Brazil
Colombia
Costa Rica
Cuba

Ecuador
El Salvador
Formosa
French Morocco
Guatemala

Hong Kong
Iraq
Japan
Lebanon
Philippines

Portugal
Puerto Rico
South Africa
Surinam
Syria

Thailand
Trinidad
Tunisia
Turkey
Venezuela

LITHO. IN U. S. A.

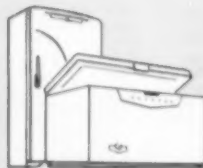
Deepfreeze Home Appliances, Dept. EM-155
North Chicago, Illinois

Please send me complete information on the 1955
Deepfreeze line of appliances.

NAME _____

STREET _____

CITY _____ STATE _____



Chest and
Upright Freezers



Freezer-Refrigerator
Combinations



Room Air
Conditioners



Electric
Ranges



Electric
Water Heaters

Deepfreeze®

HOME APPLIANCES

6

STAR SALESMEN WORKING FOR YOU

WHEN YOU *Sell*



automatic **ELECTRIC
WATER
HEATERS**

LONG
TROUBLE-FREE
SERVICE

LOW-COST
OPERATION

SAFETY
AND
CLEANLINESS

HEAVY
FIBERGLAS
INSULATION

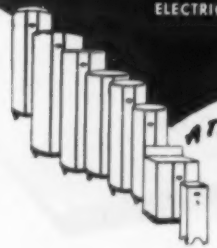
QUICK
CONSTANT
HOT WATER

MODERN
SPARKLING BAKED
ENAMEL JACKET



ELECTRIC UPRIGHT

ELECTRIC TABLE-TOP



A TYPE AND SIZE FOR EVERY PURPOSE

NATIONALLY ADVERTISED

Just watch sales increase when you add these 6 Star Salesmen to your sales team. What a convincing story they tell—of top-notch performance that never gives a minute's worry—low fuel bills proved in on-the-job tests. And thousands of DWW installations guarantee complete satisfaction. Put DWW's 6 Star Salesmen to work for you—and cash in on fast, profitable sales!

FEATURES THAT KEEP SALES MOVING include:

FEATURES OF DWW AUTOMATIC ELECTRIC WATER HEATERS:

Chromalox immersion heating unit • Easily removable porthole cover • Cathodic protection by magnesium rod • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Heat trap to prevent back circulation in piping • Double extra-heavy galvanized steel tank • Underwriters' approved heavy wiring • Precision engineering • Upright models to conserve floor space, table top for extra work space • Advanced design • Adjustable thermostats.

Exclusive baffle at cold water inlet prevents mixing of hot water with incoming cold, insuring constantly even water temperature, greater economy of operation.

FEATURES OF DWW AUTOMATIC GAS WATER HEATERS:

Adjustable thermostat easily set for any temperature • Advanced design with latest scientific improvements • Precision engineered • Automatic safety pilot that automatically shuts off gas if light goes out • Liberal 10 year guarantee • Non-clogging burners • Dust-free base for trouble-free performance.

Liberal 10 Year Guarantee on Extra-Heavy, Copper-Bearing galvanized Steel Tanks When Ordered With Cathodic Protection.

DWW manufactures a 1 Year, 5 Year, 10 Year and Stone Lined Water Heater.



GAS

D·W·WHITEHEAD

D. W. WHITEHEAD MANUFACTURING CORP.,
1218 Walnut Ave., Trenton 9, N. J.



They're all in the





Family Circle

In 1954 they pre-sold their brands in *Family Circle* to 4,000,000 appliance-buying families... all customers of the 7,750 supermarkets of these 14 leading chains in all 48 states and Canada:

SAFeway • KROGER • AMERICAN • FIRST NATIONAL • JEWEL • WINN & LOVETT
GRAND UNION • BOHACK • RED OWL • ALBERS • WEINGARTEN
DIXIE HOME • BUTT • H. G. HILL

American Pfaff... another new advertiser joins the Family Circle!

Here's what American Pfaff Co. says about its full-color, full-page ad schedule in *Family Circle*: "Studies we've seen show that *Family Circle* reaches a preponderance of housewives and mothers. With extra-large families, these homemakers are a prime market for the Pfaff Sewing Machine. What's more they live and shop in neighborhoods around Pfaff dealers. That means *Family Circle* delivers to our dealers the local selling support they want, through window and in-store displays."



FREE

DISPLAY CARDS FOR
COUNTERS AND WINDOWS

JUST FILL IN AND MAIL COUPON

Merchandising Dept., Family Circle, 25 West 45th St., New York 36, N.Y.

Please send me _____ (number) easel display cards of
American Pfaff full-color advertisement in *Family Circle*.

Name _____

Store _____

Address _____

City _____ Zone _____ State _____



*"the Ampro
Tape Recorder
is my choice" Liberace*

(Columbia Recording Artist)

LIBERACE SAYS, "The depth and quality of its sound, its piano-key controls, its functional design . . . make the Ampro Tape Recorder my choice."

**WATCH FOR
AMPRO'S NATIONAL
ADVERTISING CAMPAIGN
FEATURING THIS POPULAR
RADIO, TELEVISION AND
RECORDING STAR**

and now...introducing the AMPRO Hi-Fi TWO-SPEED!

This great new Tape Recorder provides the "podium presence" tonal quality of Ampro's famous model 756 Hi-Fi at $7\frac{1}{2}$ i.p.s. *plus* the long play for uninterrupted recording of the Ampro model 755 Celebrity at $3\frac{3}{4}$ i.p.s. Yes, *both* speeds with the Ampro Hi-Fi Two-Speed!

**ONLY THE AMPRO
MODEL 757 HI-FI
TWO-SPEED HAS ALL
OF THESE OUTSTANDING
FEATURES:**

- Two speeds: $7\frac{1}{2}$ i.p.s. and $3\frac{3}{4}$ i.p.s.
- Electro-magnetic piano-key controls for Record, Play, Fast Forward, Fast Reverse and Stop
- Automatic Selection Locator (3-digit counter)
- Electronic Tuning Eye Recording Level Indicator
- Large 6-in. x 9-in. Alnico-5 P.M. Speaker
- Beautifully styled in the modern manner
- Recorder-radio combination (optional)



Changes speeds
at a flick
of this switch

Retail
\$239⁹⁵

See your distributor or write **AMPRO Corporation** • 2835 North Western Avenue • Chicago 18, Illinois



An extra salesman for you ... the great new EMERSON ELECTRIC Fan Catalog!

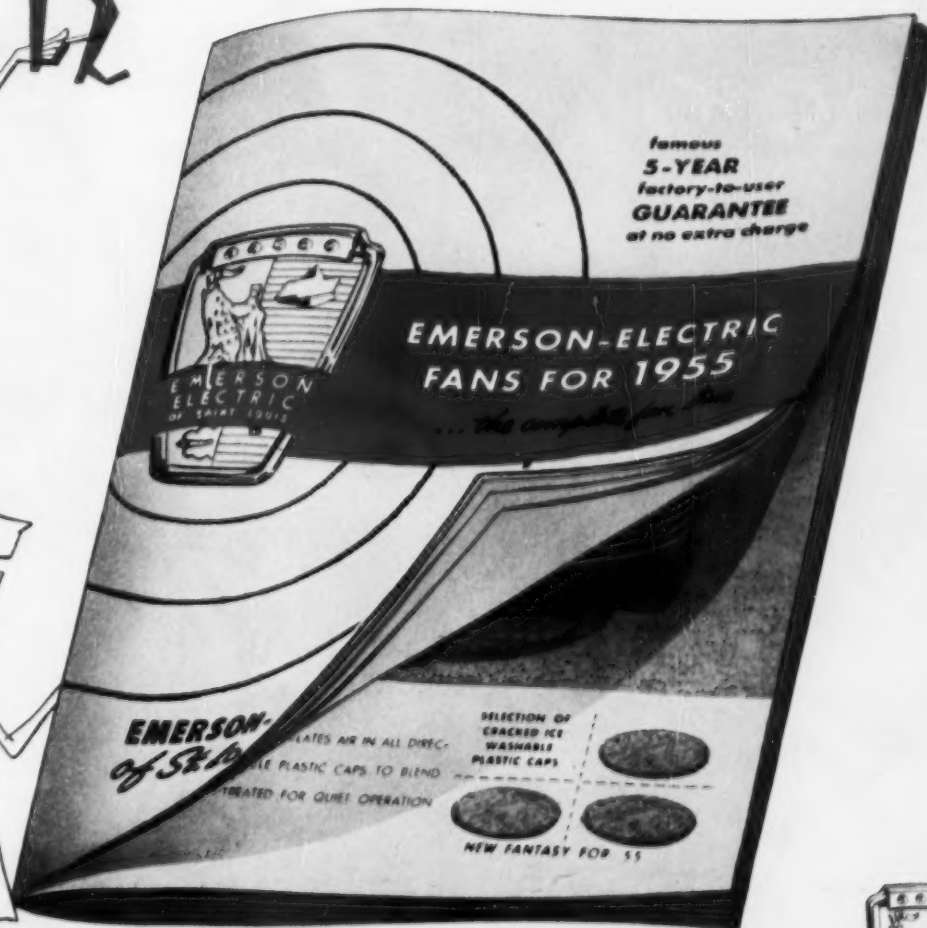
Now... the New Spirit in St. Louis brings you a real *selling* catalog to help you cash in on EMERSON-ELECTRIC's brilliant new styling for '55...

NEW! "Pay-off facts" on the wonderful new Fantasy Styling with its dramatic decorator colors!

NEW! The complete selling story on every fan in America's most complete line—to help you show 'em and sell 'em EMERSON ELECTRIC's "lifetime features"!

NEW! Full-color photographs of the most beautifully designed fans you and your customers have ever seen—to do a *greater* selling job for you!

Send for the big new EMERSON-ELECTRIC Fan Catalog No. 3001. See how EMERSON-ELECTRIC can make this your *biggest* year yet for electric fan sales! THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MO.



Emerson-Electric of St. Louis



Industry's

Spir

There's a good reason why!

From a dealer's standpoint it's the one *major exclusive* in the industry—with a powerful selling technique to back up its washing superiority. Add 2,000,000 satisfied *users* to this story and you've got a sales weapon that means *more sales*—more *satisfied* customers for you.

Easy Washing Machine Corporation,
Syracuse 1, New York

Get the latest profit story at our NEW
CHICAGO SPACE! Rooms 1168-1169
MERCHANDISE MART.

#1 Feature

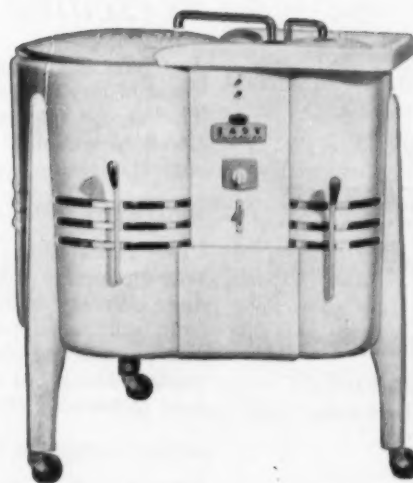
Spiralator[®] Action

exclusive in all three

EASY washers



DELUXE EASY AUTOMATIC with Spiralator Action! *Master-Mind Dial* offers choice of 2 separate *completely* automatic wash-and-rinse cycles. One's for *Regular*, the other for *Fine fabrics*. **POSITIVE FILL** means Easy operates correctly on *any* water pressure. Matching gas or electric dryer dries clothes with the right *heat* and drying *time* for any fabric.



SEMI-AUTOMATIC SPINDRIER with Spiralator Action! Your big *plus* money maker because Easy dealers capture 90% of this entire market. 3 great models priced right for effective step-up selling. Loaded with features like 3-minute Automatic Spin-rinse, handy Swing Faucets, Automatic Timer.



DELUXE QUALITY WRINGERS with Spiralator Action! To round out the only *complete* line of washers. Packed with features, priced to sell. 3 big-value models to meet or beat anything on the market.



Tracy
KITCHENS

MAIL THIS COUPON TODAY

Tracy Kitchens Division, Dept. EM
Edgewater Steel Corporation
P. O. Box 1137, Pittsburgh 30, Pennsylvania

Please send immediately more information on
Pic-A-Dor and the other big things coming from
Tracy. We are: distributors ☐ dealers ☐

NAME _____
STORE _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

be the ladies' man of '55
sell TRACY

PIC-A-DOR cabinets

*color and steel get together
in exciting new kitchen cabinets*

Just offer *this* to any woman — kitchen cabinets of steel with sliding doors of *any* material or *any* color she chooses. My, how she'll buy! That's *your* sales story with Tracy Pic-A-Dor cabinets — the sensational new cabinets that combine unlimited decorating possibilities with the lasting appeal of steel!

satisfy any taste in kitchens with one line and less stock!

Pic-A-Dor's sliding cabinet doors can be made from any material your customers prefer. Glass and peg board will be available for immediate delivery from Tracy. Or, customers can order other materials from building supply houses and do it themselves: birch . . . knotty pine . . . colored plastics . . . plywood . . . the choice is endless. **YOU** stock nothing but the basic cabinets and handy display samples of door materials. **YOUR INVENTORY COULDN'T BE SIMPLER!**

perfect partner to Tracy stainless steel sinks!

What a package for you to sell! Complete Tracy Kitchens planned around high-profit Tracy Stainless Steel Sinks and Pic-A-Dor cabinets. Act now! Boost your kitchen sales in '55 with the new Tracy line.

See Pic-A-Dor at the market: Suite 1142, Merchandise Mart

get going with the **BIG** things coming from Tracy!



Are quick sales blinding you to genuine profits?

HAVE YOU spent so much time listening to your cash register ring that you haven't had time to take a tally? Has the big turnover in your "hot" appliance lines blinded you to the fact that volume sales don't always mean volume *profits*?

In recent months, more and more appliance dealers have watched prices go down and selling expenses go up, and have seen the light. They have decided to stop putting their major effort behind the high-volume, low-profit lines and settle down to old-fashioned *selling* . . . with old-fashioned \$\$\$ *profits*.

Many of these farsighted dealers are turning to one of America's best known and best liked appliances, the Ironrite Automatic Ironer. And they are finding that Ironrite brings in the *long* dollar.

Realistically, they are not trying to sell Ironrites like—let's say TV sets. They know that it is not a product which sells itself on sight to most people. But these dealers are finding that the little extra effort involved in selling Ironrite pays off . . . BIG.

Look at these sales advantages . . .

a. A SUPERB PRODUCT. Most Ironrite sales

come from satisfied owners telling other people about Ironrite. How can you beat this for building volume? Every customer works for you.

b. NO INSTALLATION COSTS. No trade-ins. Virtually no service costs. No co-op finagling. No trick deals with your competitors. All such expense is eliminated completely!

c. A REAL PROFIT. One of the highest mark-ups of any big-ticket appliances—and a short line, with no huge investment, no tremendous inventory!

In the four counties around Detroit, Michigan, the dealers sold 11,000 Ironrites in one year. And every one at a *l-o-n-g* profit. If you aren't building this kind of Ironrite business in your area, you just aren't using your profit opportunities very well.

Why not let us help you get some real profit from your appliance operation? It doesn't cost you a cent to open your eyes and your mind to the potentials in a brisk Ironrite business.

Just write: R. M. Gottlieb, Vice President in Charge of Sales, IRONRITE INC., Mt. Clemens, Michigan.

Ironrite . . . The appliance man's appliance

NEW! AUTOMATIC GRILL AND WAFFLE BAKER

With reversible grids



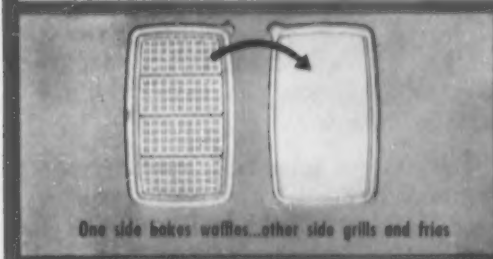
 \$22⁹⁵*

Boys, this new G-E Automatic Grill and Waffle Baker is filled with enough outstanding features to get you (not to mention your customers) really excited!

First of all, this handsome appliance can be used not one way or even two, but *three*

different ways! It grills delicious sandwiches, bakes golden-brown waffles and fries bacon and eggs—right at the table.

What's more, only the G-E Automatic Grill and Waffle Baker gives you all these outstanding features . . . shown below.



One side bakes waffles...other side grills and fries



New! Improved thermostat! G.E. offers a new, wide choice of controlled heats. A simple flick of the dial gives you the exact heat desired. A red signal light turns off the instant the heat is right.



New! Spring hinges! A real plus for grilling sandwiches and frying. A touch of the finger lets you open the grill all the way for frying. For sandwiches, the lid just meets the top slice of bread for perfect toasting.

New! Handy, reversible grids! Just think of it . . . two grids instead of four! Saves storage space. Use one side for grilling and frying. Then flip the grid over and use the other side for baking waffles.

See your G-E Electric housewares distributor for complete merchandising, display and promotion kit for these 2 new appliances!

Progress Is Our Most Important Product

*Manufacturer's recommended retail or Fair Trade price.
General Electric Company, Small Appliance Division, Bridgeport 2, Conn.

NEW!



AUTOMATIC SKILLET

With built-in heat thermostat



Never has an appliance caught on like the automatic skillet. And now G.E. brings you the best—at a remarkably low price.

Of course, we're pre-selling it for you, too. Big magazine and newspaper ads will explain how frying and cooking are easier be-

cause the G-E Skillet makes it possible to select the temperature. Saves constant watching. Improves flavor. Eliminates smoking, burning, sticking.

Plus all these clinch-the-sale "extras." Read for yourself . . . then order today.



\$19⁹⁵*



Food-heat chart on handle. Unlike stove burners, G-E Skillet lets you dial the exact degree. Light signals when selected temperature is reached.



Plug it in anywhere—won't harm the finest surface. Cook at the table; keep food warm between servings; enjoy porch or terrace dining. Lightweight.



Makes stews, pot roasts, casseroles, as well as digestible fried foods. Takes any standard 12" cover (lid available at \$3.00* extra). Skillet serves 6 to 8.



Easy to clean. Put entire pan in water, up to light at tip of handle. Handle hooks over edge of dishpan or sink. Special finish prevents food sticking.

GENERAL



ELECTRIC

News from America's most progressive freezer company:

Revco LAUNCHES

2 TERRIFIC NEW IDEAS

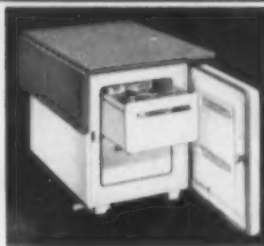
IN FOOD FREEZERS!



1 The Revco Dinette

—the food freezer that makes room for itself in any kitchen!

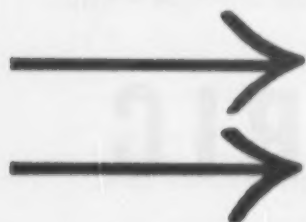
This brilliantly designed, two-in-one table-freezer combination will fit in any home—for it takes the place and the space of the kitchen table. Beautiful laminated plastic drop-leaf table top in a choice of colors and patterns. Chairs to match if desired. 180 pound capacity freezer with famous Revcold Faster Freezing Action. All-aluminum freezing compartment. Handy foot-pedal door control.



2 The Revco Bilt-In

—the refrigerator and freezer that completes the beauty and efficiency of the modern kitchen.

A revolutionary new idea—the first practical built-in refrigerator and freezer on the market—keyed to the most advanced thinking in contemporary kitchen design. Ample 14.6 cubic foot capacity. Puts all food storage in the kitchen—where it belongs. Deluxe features include freezer with Revcold Freezing Action—refrigerator with automatic defrost. Eligible under F.H.A.



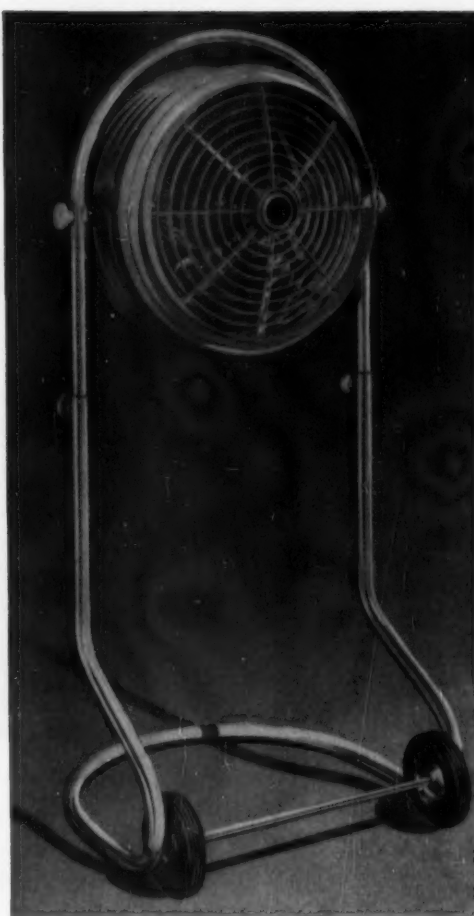
See America's most complete freezer line

See Revco in Space 510-B, American Furniture Mart, Chicago
At the January Market





Welch takes to Wheels!

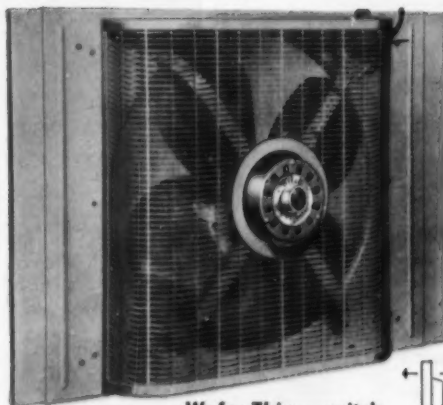


Raises and lowers
Tilts easily to all angles

New WELCH Wheel-a-Breeze

MODEL 66 is the best looking fan on wheels—Seafoam Green high impact plastic mounted on a carriage of seamless steel tubing. Fan revolves to intake, exhaust—locks in any position in full 360° circle. Heavy duty, nylon sleeve-bearing wheels require no oiling, roll easily on rubber tires. Tubular frame raises to 45¼ in. high; lowers to 32¼ in. Rubber cushions on base prevent scratching floor. 3-speed switch gives 1000-800-600 r.p.m., delivers a 3000 CFM gale. Usual Welch 5-year motor guarantee. 22 lbs. light!

More Salespower for Fan Dealers!



Wafer Thin—switch
reversible for intake or exhaust.

New Welch 20 in. Exhaust Window Fan

MODEL W200. 20 in., 3-speed exhaust fan in Seafoam Green. Wafer thin case fits all standard size windows. Built-in switch gives 3 speeds—1000-800-600 r.p.m.—delivers 3500 CFM. Usual Welch 5-year motor guarantee. Weighs 26 lbs.

New Welch 20 in. Reversible Window Fan . . . MODEL WR210.

Built-in switch electrically reverses motor for intake or exhaust—delivers 3 speeds, 1000-800-600 r.p.m. 2400 CFM intake; 3400 CFM exhaust. In same beautiful Seafoam Green case as model W200. 5-year motor guarantee. Weighs 26 lbs.



Drop in and
"Shoot The Breeze" at
the Housewares Show
Jan. 13-20
BOOTH C973

W. W. WELCH CO. Cincinnati 2, Ohio

More horsepower for the *AIR FLIGHT* line!



MODEL 20W
20" Portable Window Fan



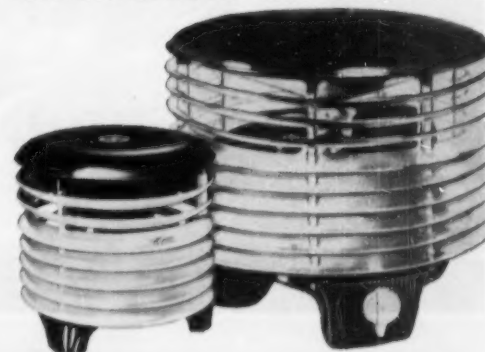
MODEL 77W
AIR FLIGHT Cosmopolitan
3-in-1 Versatility



MODEL 24W
Portable Twin Master



MODEL 5
For Safe or Basements



Still the Nation's Number 1 Sales Leaders

MODEL 16
AIR FLIGHT Special Circulator

MODELS 11 & 12
AIR FLIGHT Deluxe Circulators

LOOK!



Built-in gas and electric ranges

...crammed with features women love

...bearing the most trusted name in ranges

TAP'N WALL by **TAPPAN**

Cash in on the big trend to built-ins with the greatest name in cooking—TAPPAN! Meet all preferences with the first really practical built-in range—available from one source in either gas or electric models.

The new Tappan Built-in obsoletes all others. Here's why:

The built-in with superior baking performance
Gas and electric models meet every buyer preference
Choice of oven finishes—*Lusterloy* or *Copperloy*
Clean, modern styling glamorizes any kitchen
Chrome lined oven—world's fastest
Visualite oven window
Lift-off door for easy cleaning
Eye level control panel ends stooping and groping
Serviceable without removal from wall
Surface units and matching griddle can be fitted to any arrangement—installed in minutes

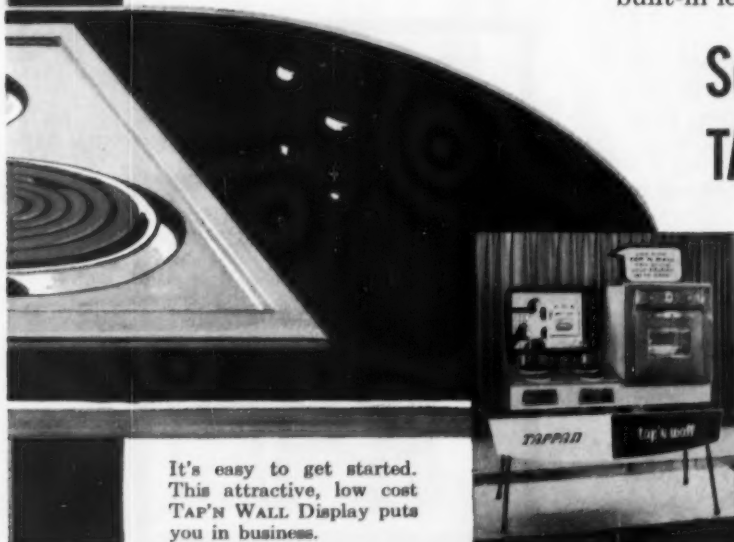


Good name! Good range! Good profits!
Everything you need for spectacular sales!

Ride the built-in trend with the finest range, the biggest profit producer in the field.

Call, wire or write today for complete, exciting information on TAP'N WALL, the built-in leader in quality, features, margin and selling price.

**See how far ahead you are with
TAP'N WALL. Mail this coupon now!**



It's easy to get started.
This attractive, low cost
TAP'N WALL Display puts
you in business.

Department EM, The Tappan Stove Company, Mansfield, Ohio
Please have my nearest distributor send me full facts and price information on the new TAP'N WALL gas and electric built-ins.

NAME _____ TITLE _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

☐ Appliance Dealer

☐ Kitchen Remodeler



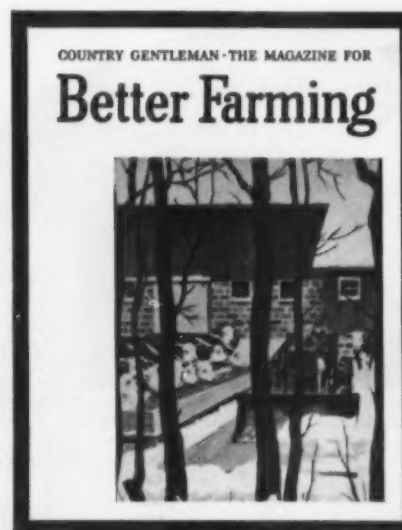
Better farming makes him a better customer for you!

Top farmers produce twice as much per acre, twice as much per man, as average farmers—and they *buy* twice as much to *live* twice as well. Our job is to keep top farmers abreast of the best—and to help *more* farmers become *top* farmers.

That makes more top customers for you. For what you sell is needed to achieve *better farming* and *better farm living*.

Better farming and better farm living . . . more sales to more prosperous farmers—that's what *Better Farming* means!

Now Country Gentleman's name
and aim are the same



A Curtis publication

advancing into the world

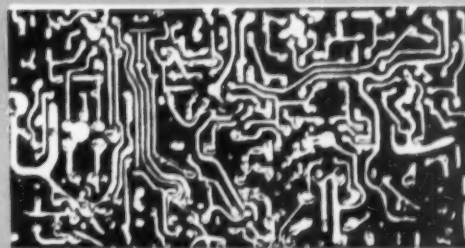
of the future ...

AUTOMATION* BY Admiral MAKES TV HISTORY!

* AUTOMATION by Admiral ... an exclusive production technique for building TV sets automatically ... virtually eliminates chance for human error ... insures uniform peak performance ... makes possible highest quality features at unbelievably low prices! Revolutionizes TV manufacture like the moving chassis assembly line revolutionized automobile building!



THE OLD. Section of regular TV chassis with complex maze of wiring.



THE NEW. Precision circuits made by automation are simple, trouble-free.

Tomorrow's Television Here **TODAY...from ADMIRAL**

only **AUTOMATION*** by **Admiral**



The Pasadena—Ebony Finish

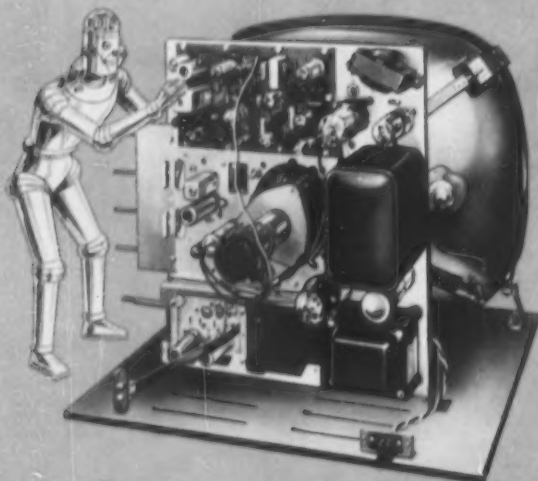
Compact, lightweight—carry it from room to room with ease! Powerful ROBOT Chassis. Big, brilliant, self-focusing picture tube. Smart styling. Blonde oak and grained mahogany finishes slightly higher.



The Nassau—Ebony Finish

Big 270 sq. in. picture tube—*aluminized* for twice the brightness—powered by the ROBOT Chassis. Ultra-compact, only 18½" high, 22½" wide. Blonde oak and grained mahogany finishes slightly higher.

Giant
21"
Many
Other
21"



AMAZING ROBOT CHASSIS, which makes possible the TV values shown here, is a triumph of Automation by Admiral. Lighter in weight and wonderfully compact, this most advanced of all TV chassis assures uniform dependability and quality by eliminating chances for human error in manufacture . . . greater ease in servicing.

The Paris—Mahogany Finish

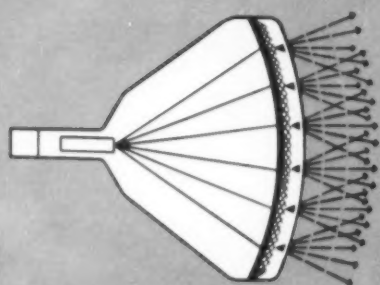
Admiral's newest Giant 21" TV console is a dazzling example of contemporary furniture design at an unbelievably low price! Huge 270 sq. in. *aluminized* picture tube, powered by the mighty ROBOT Chassis . . . wide-range FM sound system with high-fidelity inclined speaker mounting. Blonde finish slightly higher.



**Slightly higher South and West . . . subject to change without notice.*

THE REVOLUTIONARY **ROBOT** CHASSIS HAS ALL

makes possible such quality at such low prices!



ALUMINIZED PICTURE TUBE. A "Magic Mirror" of aluminum inside the Giant 21" and 24" picture tubes beams all light outward—picture is *twice* as bright!

The Honduras — Ebony Finish

Spectacular 24" table TV with powerful, new Advance Cascode ROBOT Chassis . . . 335 sq. in. *aluminized* picture tube for *twice* the brightness . . . deluxe wide-range FM sound system. All this at a price within the reach of even the smallest budget! Blonde oak and grained mahogany finishes slightly higher.



NEW 24" ONLY
\$229⁹⁵*



NEW 24" ONLY
\$279⁹⁵*



FITS EVEN THE SMALLEST ROOM! So amazingly compact that now *any* home can enjoy big-as-life 24" television without crowding or re-arranging furniture. *The Honduras*, 24" table model, for example, is only 20³/₈" high, 25¹/₂" wide, and 21" deep! And the stunning console version, *The London*, is just 38³/₄" x 26³/₄" x 20³/₄".

The London—Mahogany Finish

Spectacular 24" console TV, like a real movie theater in the home! Has *aluminized* screen for a full 335 square inches of *twice-as-bright* picture . . . powerful Advance Cascode ROBOT Chassis . . . wide-range FM sound system with inclined speaker mounting. Slightly higher for gorgeous blonde finish!

AMERICA TALKING . . . and only **Admiral** HAS IT!

Admiral

POWERED for long-range reception
STYLED for long-lasting beauty



• \$219⁹⁵*

Giant 21"—The Coral Gables, ebony finish . . . Super Cascade Chassis . . . also mahogany finish.



• \$259⁹⁵*

Giant 21"—The Beverly Hills, mahogany finish . . . Super Cascade. Also blonde, maple finish.



• \$229⁹⁵*

Giant 21"—The Florida, mahogany finish . . . Advance Cascade Robot Chassis . . . 270 sq. in screen.



• \$249⁹⁵*

Giant 21"—The Southampton, mahogany finish Advance Cascade Robot Chassis. Also blonde or maple.



CALL YOUR
DISTRIBUTOR
FOR DETAILS

Giant 21"—The Tucson, mahogany finish . . . Advance Cascade Chassis. Also blonde finish.



• \$289⁹⁵*

Giant 21"—The Catalina, mahogany finish . . . Super Cascade Chassis. Also blonde finish.



• \$329⁹⁵*

Giant 21"—The Del Monte, mahogany finish . . . Super Cascade Chassis. Also in blonde finish.



• \$389⁹⁵*

Giant 21"—The El Dorado, mahogany . . . Super Cascade Chassis. Also modern blonde or maple cabinet.



• \$425⁰⁰*

Huge 27"—The Hollywood, blonde finish . . . Super Cascade Chassis. Also in mahogany cabinet.



• \$299⁹⁵

21" TV-Radio-Phone—The Manhattan... Advance Cascade Chassis. Also in blonde finish.



• \$349⁹⁵

Giant 21" TV-Radio-Phone—The Brazil... Advance Cascade Chassis. Also in blonde finish.



• \$399⁹⁵

Giant 21" TV-Radio-Phone—The Sarasota... Advance Cascade Chassis. Also blonde finish.



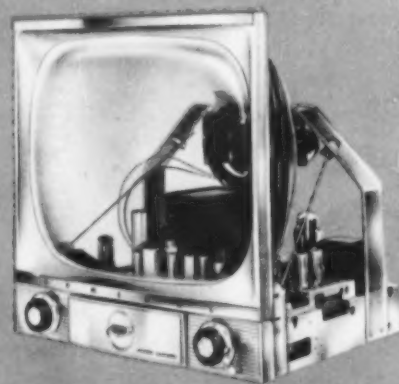
• \$549⁹⁵

Giant 21" TV-Radio-Phone—The Westchester . . . Super Cascade Chassis. Also modern blonde.

Admiral SUPER CASCADE CHASSIS

Engineered to give the finest performance in TV history at any operating range! Has extra-wide IF band...improved "fringe area" sound stages . . . latest type gated AGC . . . new "noise gate" control, for noise-free reception.

*Slightly higher South and West subject to change without notice



first!



in quality



in style

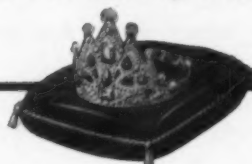


in value
in service

Beauty Queen, styleline kitchens

"One of the Big Three"

the real profit producers



FEATURES THAT SELL!



Shelves in all wall cabinets are instantly adjustable . . . no tools or complicated clips are needed. Doors swing quietly and effortlessly on hidden toggle hinges.

One piece, deep drawn drawers with rounded design eliminate dust and particle catching corners. Drawers glide easily without tipping on special design guides.



G-E Plastic Monotops with contour back and no drip edge of enduring beauty are available in red linen, yellow and charcoal medley patterns for sink and counter tops.



These are *not* idle claims! Stack Beauty Queen up with any other steel cabinets . . . make a careful and honest comparison.

Quality? . . . smooth rounded and reinforced construction, easy glide deep drawn, one-piece silent drawers . . . doors with spring loaded hinges for positive closing are only part of the story.

Style? Speaks for itself . . . graceful contours, recessed handles, Unitized assembly of standard units gives that look of custom luxury.

Value? With Beauty Queen you can demonstrate more value, more features regardless of other's price . . . and customers are demanding quality values today!

NEW SCIENTIFIC PAINTING AND FINISHING—ANOTHER EXCLUSIVE BEAUTY QUEEN FIRST!

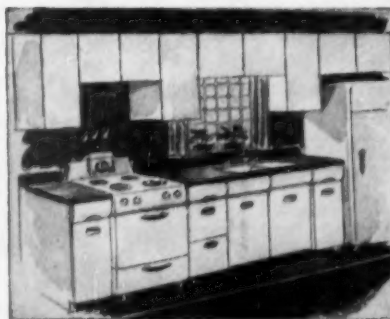
From metal preparation, through the Bond-erizing operation spray painting and final high temperature baking, accurate quality control never before possible is now achieved by the most modern system of finishing yet invented.

Long lasting, beautiful G-E plastic Monotops, optional on under sink cabinets and as standard counters for base cabinets, add their note of high quality and sanitary cleanliness.

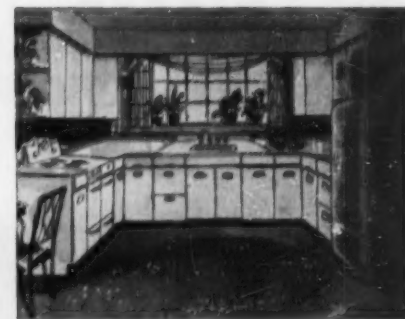
Here is *the* complete kitchen line you'll be proud to sell . . . the quality line that makes selling both a pleasure and *more profitable!*

Wholesalers and Retailers write or wire today.

TOLEDO DESK & FIXTURE CORPORATION • 200 Ford Rd., Maumee, Ohio



For modest budget, smaller kitchens, the Beauty Queen Economy Line is competitive without sacrifice of quality.



A Beauty Queen Styleline installation becomes the "gathering place for compliments," each kitchen sells another!

Profits not promises prove Amana Best



**NEW
BIGGER
ADVERTISING...**

Continuing the tremendous success of the NCAA college football games, **Amana** Presents:
"BIG 10" BASKETBALL ON THE CBS NETWORK EVERY SATURDAY, reaching 30,000,000 homes every week.
FULL COLOR ADS, REGULARLY, IN LIFE, SATURDAY EVENING POST, TIME, BETTER HOMES AND GARDENS, FORTUNE and MANY MORE.

NOW,
get your share of the big '55 profits with **Amana**



**NEW
BIGGER
PROMOTIONS...**

CONTESTS, MAILINGS, GIFTS, BROADSIDES, BROCHURES and MANUALS.

All designed to help you make more sales, and they do . . . they're tested and proven.



**NEW
BIGGER
DEALER AIDS...**

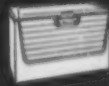
SALES MANUALS, DEMONSTRATION KITS, CUT-AWAY CHARTS, DISPLAYS, MOBILES.

All designed to help you make more sales, and they do . . . they're tested and proven.

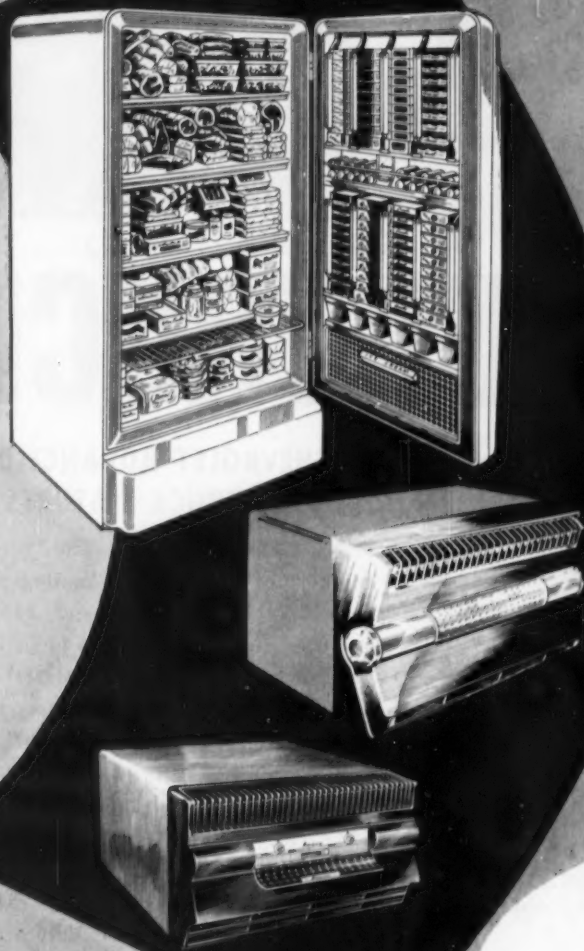
But even more important is Amana's sales know-how, that is always at the service of Amana dealers.

Year after year Amana dealers have increased their Amana sales. Year after year Amana dealer profits have increased, regardless of industry trends. You too, may be able to share in these profits with the finest franchise in the field.

There's a size and style AMANA FREEZER to fit every family



... **Amana** DEALERS DID BETTER ...
 20% MORE "FULL PROFIT" SALES
 IN '54... NOW, IN '55 **Amana**
 DEALERS WILL START WITH MORE ...
more of everything



NEW, FEATURE-PACKED "stor-mor" FREEZERS
 A COMPLETE LINE FROM 8 TO 25 CUBIC FEET ...

The step-up line with stepped-up features for stepped-up sales.

AND all realistically priced for more sales and greater dealer profits.

This Amana sales star in '54 is now packed with additional sales features that assures even greater sales in '55. For example, note the selling impact of the ice cream and dessert compartment, and the new multicolored plastic "left-over" containers.

NEW, FEATURE-PACKED ROOM AIR CONDITIONERS

Precision crafted from 1/2 HP to 1 1/2 HP ... beautiful yet functional in performance and ease of installation. The standard of the industry yet priced with the lowest, and with more profit for the dealer.

PLUS the fabulous new Deluxe line that's priced way below the field, yet maintains an extra profit margin for the dealer.

See all the Amana features that make sales ...

Learn all about the bigger profit price structure ...

ATTEND YOUR AMANA DISTRIBUTOR
 "OPEN HOUSE" MEETINGS.

Amana®

"BACKED BY A
 CENTURY-OLD TRADITION OF
 FINE CRAFTSMANSHIP"

See your Amana Distributor today, or wire

AMANA REFRIGERATION INC. AMANA, IOWA

WORLD'S LARGEST MANUFACTURER OF FOOD FREEZERS

See us at
 the SHOW
 ROOM 1127
 Merchandise
 Mart



NEW CHEVROLET TRUCKS

engineered and designed
with your profit in mind!

Everything about these new Chevrolet trucks spells *profit!* Their low cost, their stamina and dependability, even their traditionally higher resale value!

COST LESS TO BEGIN WITH

That's right, Chevrolet brings you America's lowest-priced line of trucks—so you save right from the start. The beauty of it is, you go right on saving! With the high compression ratio of Chevrolet's three great engines, you register more miles on the job for each tankful of gas. You can count on fast starts; easy pulling up steep grades. You stay on schedule and keep the profits coming in *on time!*

COST LESS TO MAINTAIN

That's because of the rugged strength and stamina engineered into every new Chevrolet truck. They stay on the job longer (actual owner reports prove it!), cutting your maintenance costs right to the bone. Look over the many advance-design features in the next column and you'll begin to see why.

Your best bet is to talk trucks with your Chevrolet dealer. He'll tell you all you want to know about these Chevrolet profit-makers! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

THREE GREAT ENGINES—The "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **TRUCK HYDRA-MATIC TRANSMISSION***—offered on ½-, ¾- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION** — for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH** — positive-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **RIDE CONTROL SEAT*** —eliminates back-rubbing. **LARGE UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give trip-saving load space. **COMFORT-MASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

*Optional at extra cost. Ride Control Seat is available on all cabs of 1½- and 2-ton models, standard cabs only in other models. "Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.

Waring

STRIKES GOLD FOR DEALERS IN '55!



The kind of *Golden Opportunity* you want... and need... for '55! We're dying to tell you right now! But we promised to keep the secret 'til the Housewares Show! We'll tell you this much! It's the biggest, most exciting surprise in 22 years of Housewares Exhibits! A program designed to keep the "nuggets" piling in your till! With extra margins...whoops! There we go... tipping our hand! You'll just have to wait... and be sure...



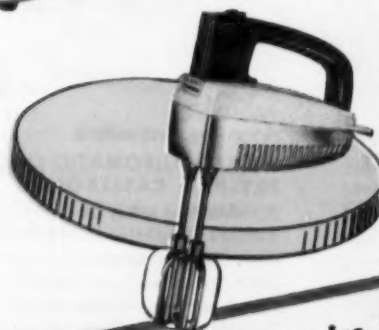
WARING BLENDOR

The most famous name in food and beverage blending! Makes "impossible" recipes easy... purees baby foods... fashions zesty cocktails and gourmet sauces. Two speeds in all but one model — prices from \$38.95 to \$43.50 including chrome. And remember, if it isn't a Waring, it isn't a Blendor.



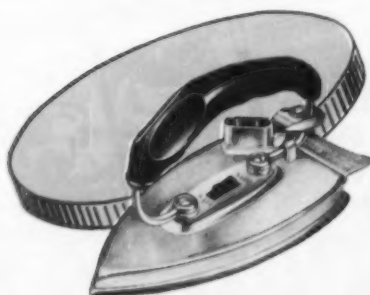
DURABILITY TRAVEL IRON

The ALL NEW "Companion" Model 402. Never before a travel iron so light... so beautiful. Only 1½ lbs. with new modern design... easy to pack as a book! Heat indicator, AC-DC, retails \$8.95.



DURABILITY TRAVEL IRON

"Continental" model 505 with special adaptors for use by travelers in Europe. South America... almost anywhere! Weighs 2½ lbs. ... folds to 1½ inches, 115-230 volts, AC-DC, retails \$12.75.



Don't miss **WARING** at the
**NATIONAL HOUSEWARES
EXHIBIT**

Booths 427-429-431 JANUARY 13th to 20th!



WARING PRODUCTS CORPORATION • 25 West 43rd Street • New York 36, N. Y. • a Subsidiary of Claude Neon, Inc.

50th Anniversary



NATIONAL
Presto
INDUSTRIES

Presto®

Presto is celebrating its 50th year of progress in the appliance business with a "profit party"! Leaders in style, performance and profit, Presto products guarantee you a record breaking anniversary sales year! BIGGER PROMOTION. BIGGER ADVERTISING. BIGGER PROFITS. JOIN THE PARTY! SELL PRESTO IN '55!

**SELL AMERICA'S MOST
EXCITING APPLIANCES**



50th Anniversary Bonus
FREE! \$2.00 VALUE!
Heat Resistant
Glass cover included!



4 automatic appliances in 1
PRESTO AUTOMATIC ELECTRIC SKILLET
A sales sensation! Most versatile appliance ever made! An automatic electric frypan, saucepan and casserole dish—all in one! • Exclusive Sweep Heat Selector. Uniform heat. No cool corners • Exclusive Stickproof Interior. Ends dunking • Exclusive Silversmith finish. . . . Fair Trade List. Fed. Tax Incl. **\$24.95**
Matching Silversmith Cover, \$3.00

FREE! 50th Anniversary Bonus
(for a limited time only)
\$2.00 Value! Heat Resistant Glass Cover

A new red-hot seller!
**PRESTO AUTOMATIC ELECTRIC
FRY-PAN CASSEROLE**
Another best seller from Presto! • For 1000 and 1 dishes • Exclusive Sweep Heat Selector. Uniform heat. No cool corners • Exclusive Silversmith finish • Twin, stay-cool handles • Exclusive Stickproof interior. No dunking • Serves 2 to 8 • Priced for easy selling Fair Trade List. Fed. Tax Incl. **\$21.95**
Matching Silversmith Cover, \$3.00. Heat Resistant Glass Cover, \$2.00.

Now a best seller!
PRESTO AUTOMATIC COFFEE MAKER
Completely automatic with Exclusive Thermatrol that makes perfect coffee twice as fast! Has Exclusive Lock-Tite Cover—Coffee Basket lifts out in one unit with cool-handled cover. Sparkling Silversmith finish. A sell-on-sight beauty! **\$29.95**
Fair Trade List. Fed. Tax Incl.

**BEST STYLED...BEST PROMOTED LINE
...NATIONALLY ADVERTISED
TO HELP YOU SELL!**

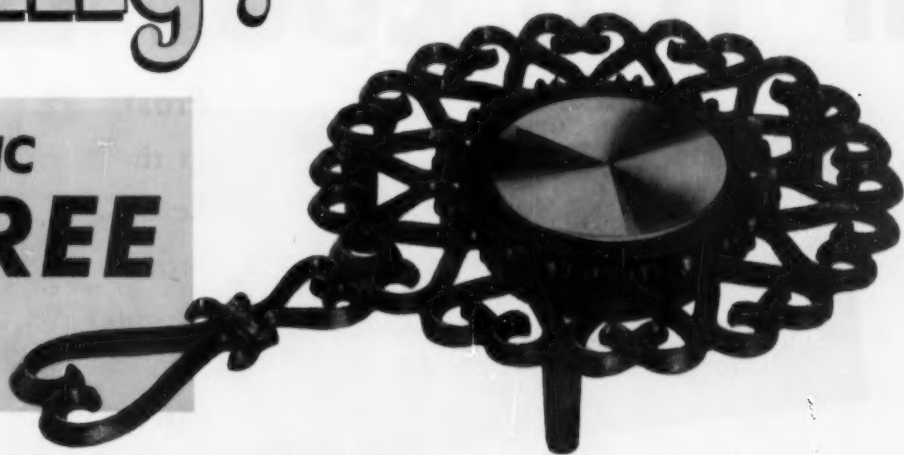


is popping!

BIG 50TH ANNIVERSARY PRESTO BONUS DEAL!

PRESTO ELECTRIC TRIVET FREE

**TO DEALERS WITH
PRESTO APPLIANCES!**



BIG TRIPLE BONUS

1. TO THE DEALER

A Presto Trivet and display free with every order of 5 Presto products. Presto sales a cinch with terrific Trivet offer. No Trivet inventory needed. Handled direct-consumer to Presto.

2. TO THE DISTRIBUTOR

Sensational offer and promotion free. No big Trivet inventory. Increased volume sales all wrapped up! A big plus to your dealers.

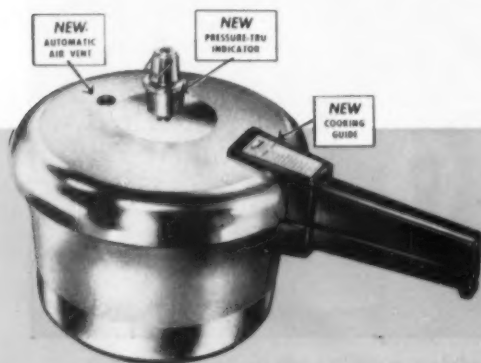
3. TO THE CONSUMER

A big, de luxe Presto Electric Trivet complete with cord for only \$2.50. A \$4.95 value. Saves \$2.45. Sent direct to consumer from Presto. Offer good with every Presto product.

(Offer good in Continental United States only.)

NEW PRESTO ELECTRIC TRIVET

Large, de luxe size, complete with cord. A tabletop beauty for serving... warming food. Black antique finish. Underwriters' Laboratory Approved. A popular item at a bonus price!



Greatest pressure cooking advance in 15 years!

NEW PRESTO® COOKER

Sales-making news from the world leader! Pressure cooking easier than ever before! • New Automatic Air Vent automatically releases air... automatically retains pressure • New Pressure-Tru Indicator • New Cooking Guide on handle • A great volume builder! **Presto Cookers from \$11.45**

Fair Trade List



The only tap water iron with scorch preventer!

PRESTO VAPOR STEAM & DRY IRON

Presto Fabric Selector automatically adjusts steam and heat for every fabric • Steams at all settings • Exclusive Scorch Preventer indicates when iron is ready. No other iron has it • Lightweight • It's packed with easy to sell *exclusive features!*.....

Fair Trade List. Fed. Tax Incl. **Only \$17.95**



Beautiful... and what a cook!

NEW PRESTO COOKER/FRYER

You sell cooker and deep fryer customers easier because *you sell beauty, too!* • Cooks, deep fries, roasts, steams, braises, bakes • Exclusive Sweep Heat Selector • Controlled, even heat • All automatic features • Silver-smith finish • An eye-and-buy seller!..... Fair Trade List. Fed. Tax Incl. **\$28.95** Complete with cover and aluminum fry-basket



Presto

NATIONAL PRESTO INDUSTRIES, INC., WAUWATERS, WISCONSIN

OVER 21 MILLION SATISFIED PRESTO USERS



YOU SELL 'EM FASTER IF YOU COOL 'EM FIRST!

Cool and sell with this exclusive G-E portable demonstration booth! A proved success last year — again this year it's the hottest hot weather sales idea yet!

1. You can set up the 1955 G-E combination display stand and demonstration booth *anywhere* in your store! A vinyl plastic tent, just 4 by 4 feet, it fits neatly into both window and floor displays—even makes a sure-fire sidewalk stopper!

2. Just turn on that G-E "Comfort-Conditioned Air"—you'll be amazed at the way customers react when they feel the cooling effectiveness of the 1955 G-E Room Air Conditioner.

3. Inside the booth, show off the extras that only G.E. offers! Each product feature is spelled out in a convincing, attractive display.

4. Then, ask for the order! Your prospects will say, "I'm sold!" Because this great line of 1955 G-E Room Air Conditioners has *all* the features and looks that people want.

That's why you're only half in business if you're not planning to feature G-E.



ROOM AIR CONDITIONERS

See your G-E distributor for a very special deal on this great 1955 combination display stand and demonstration booth. Order today and plan to sell G-E Room Air Conditioners faster than you ever thought possible!

General Electric Company, Appliance Park, Louisville 1, Ky.

This year, sell G-E "Comfort-Conditioned Air"!

GENERAL  ELECTRIC

Is your Ceiling Gathering Dust...or Dollars?

Put Your "Overhead" to Work With These Profitable Moe Light Display Deals



FREE MOE LIGHTS Offset the Cost of Each Board M-5050 CEILING MERCHANDISERS Size 6' x 4'

DEALER COST OF FIXTURES.....\$ 99.95*
PLUS BOARD COST.....29.95
DEALER COST OF ASS'T.....\$129.90*

1 M-232 1 M-261 1 M-1341 1 M-1015 1 M-1081 1 M-1063 1 M-638
1 M-1222 1 M-1141 1 M-728 1 M-716 1 M-1208 1 M-882 1 M-460
1 M-1211 1 M-1041 1 M-1075 1 M-1073 1 M-222 1 M-428 1 M-458

TOTAL 21 FIXTURES... RETAIL VALUE...\$149.75

Moe Light will give you absolutely free—1 M-1222 32/22 W White & Chrome Instant Start Circline and 1 M-1231 32 W All Chrome Instant Start Circline (Retail Value \$30.20).

This offsets the \$29.95 cost of the display board.

MOE LIGHT OFFERS YOU EVERYTHING FROM COUNTER DISPLAYS TO COMPLETE HOME LIGHTING CENTERS

No matter which of these display deals you order, Moe Light will offset the cost of the display with FREE merchandise.

M-5052 Moe Light Home Lighting Center
Includes 105 Fixtures, plus display.....\$555.00*

M-5054 Moe Counter Display
Includes 16 Fixtures, plus display.....\$59.90*

M-5064 Moe Light Counter Display
Includes 14 Fixtures, plus display.....\$59.90*

*Prices Slightly Higher Denver and West.



MOE LIGHT

Fort Atkinson, Wisconsin
(Division of Thomas Industries, Inc.)

Plants at Fort Atkinson and
Sheboygan, Wisconsin,
Princeton, Kentucky and
Los Angeles, California



PUT LAZY WALL SPACE TO WORK WITH THIS MOE MERCHANDISER

Size 4' by 3'. You get 19 fixtures for \$70.95* having a retail value of \$105.90. The board costs you \$18.95. Moe Light gives you absolutely free...1 M-1222 32/22 White and Chrome Instant Start Circline (Retail Value \$18.95). This offsets the \$18.95 cost of the display board.

MOST EFFECTIVE SELLING AID EVER OFFERED FOR \$1.00



Put a copy of "Your Home and Inspiration-Lighting" on your counter and watch your sales increase. This 32 page book beautifully illustrated in glowing full color SELLS...it tells a convincing story with glamorous room settings, technical information, complete information on how to decorate with light. Send for your copy today.

MOE LIGHT, Dept. EM-1, Fort Atkinson, Wisconsin

- ☐ Send me complete information on Moe Light Display Deals.
- ☐ Have your representative call on me.
- ☐ Enclosed find \$1.00 for "Your Home and Inspiration-Lighting." If I am not completely satisfied with the book, I may return it to Moe Light within 10 days and receive a full refund.

NAME _____

ADDRESS _____

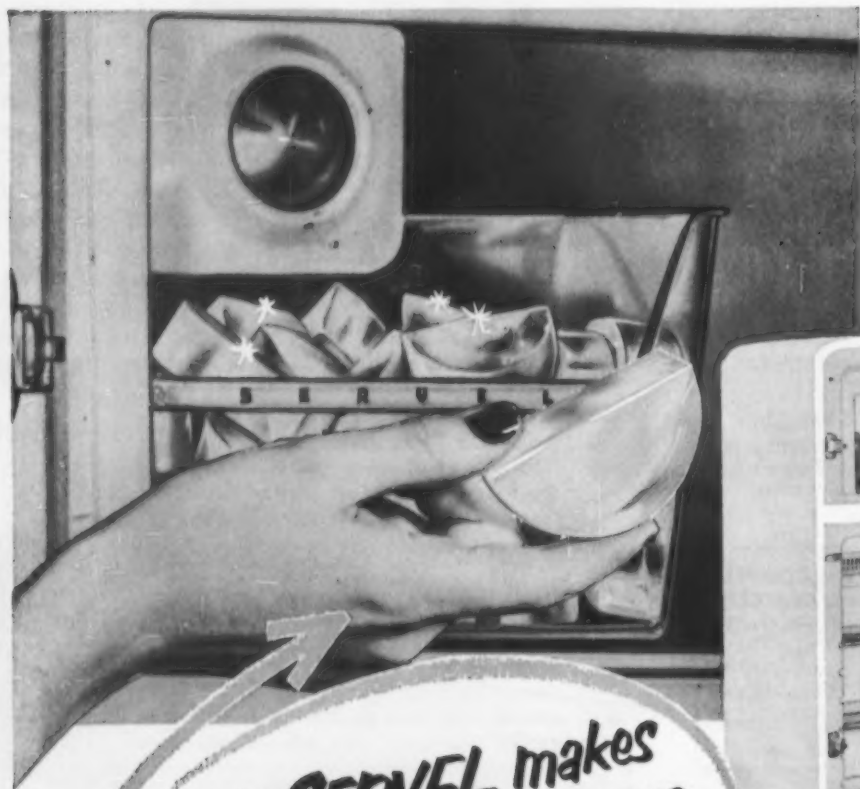
CITY _____ ZONE _____ STATE _____

Mail
This
Coupon
Now!

SERVEL

AGAIN IN '55...

the only refrigerator with *AUTOMATIC ICE-MAKER!*



*Only SERVEL makes
ICE CUBES without TRAYS
and puts 'em in a basket—
AUTOMATICALLY!*

ONLY SERVEL DEALERS OFFER...

- The refrigerator with no messy trays to fill...spill...empty...or refill!
- 3 appliances in 1—refrigerator, freezer, ice-maker!
- gas or electric models!
- the industry's biggest lineup of sales-closing features!



*SEE US
AT THE SHOW!*

THE *new look* AT **SERVEL**

means new business for you in '55!

NEW POLICIES:

In 1955 Servel will *decisively* meet the needs of its distributors and their dealers. Servel's new management outlook is fresh, progressive, and optimistic. Its vigor will be forcefully reflected in our distribution policies. These policies will be designed with the basic aim of building substantial sales volume and profits for dealers and distributors!

NEW SALES PLANS:

In 1955 Servel will give you field-tested selling plans for moving appliances. They'll be specifically tailored to *your* needs, based on the realities of your business. They'll be practical and easy to handle...and they'll produce results!

NEW ADVERTISING:

Servel is still the only refrigerator that makes ice cubes without trays, automatically...still the only refrigerator which sells itself with the industry's most dramatic self-demonstration. In 1955 Servel's consumer advertising will more effectively than ever sell the convenience of the automatic ice-making feature...bringing people into your store...ready to see your demonstration...ready to buy!

NEW PROFITS:

Servel knows that profitable dealerships are the backbone of the industry...and that profits are the surest means of maintaining dealer enthusiasm and backing. That's why our 1955 price structure will afford profits to spur dealer, distributor and manufacturer growth.

NEW PRODUCTS:

In recent years Servel has been unsurpassed in the development of new products. The Automatic Ice-Maker is just one example of how we breathed new life into saturated markets. Another Servel development, the Electric Wonderbar, opened a completely new refrigeration market. You can depend on Servel to continue to lead the way with imaginative new products...profitable new markets!

Booth 548

Chicago Home Furnishings Show
January 3-14
American Furniture Mart

Servel **GAS OR ELECTRIC REFRIGERATORS**

The name to watch for great advances in REFRIGERATION and AIR CONDITIONING



Which range has the OVEN-REDDY?

(The signal that tells when the gas oven is at cooking temperature)

It's small wonder that more and more makers of gas ranges are adopting Wilcolator's Oven-Reddy. And on sales floors the country over, these ranges are stopping traffic, creating tremendous buyer interest as word gets around about Oven-Reddy.

For here's a feature that makes any range stand out from the rest. It really gives your salesman something to talk about to today's smart buyer—something she can see means better cooking and really saves her time. It's something she's always wanted—and never before could get on a gas range.

You will find Oven-Reddy today on many of the leading gas ranges—and there are other manufacturers planning to use it on their new models. A little prodding from you might help *your* manufacturer decide now, and give a big boost to your sales. The Wilcolator Company, 1001 Newark Ave., Elizabeth, N. J. Canadian Plant: Mimico, Toronto, Ont.

With Oven-Reddy...



Just set the dial for the temperature you want



Pop in your cake or roast when the signal lights up



...and take it out—done to perfection!

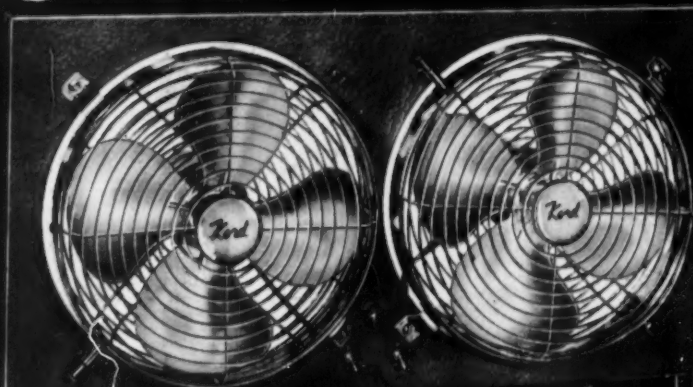
Wilcolator
OVEN-REDDY

More Comfort... More Sales...



Kord

REVERSIBLE
single and twin
WINDOW FANS



* *the twin*

- INDIVIDUAL PANEL SWITCHES
- AVAILABLE WITH OR WITHOUT THERMOSTATIC CONTROL

* *the single*



with the chrome plated SAFE-TEE-GARD

Kord adds Twin Reversible Window Fans as companions to the successful single models and doubles efficiency and comfort.

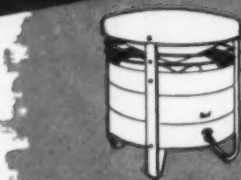
Use them in the bedroom, kitchen, living room or attic . . . always refreshes quickly and efficiently. Use them with confidence . . . both Reversible Window Fans are completely guarded, front and back, with Kord's sturdy, all chrome-plated "SAFE-TEE-GUARD." Just one of the many quality features found in these outstanding values.

Available in 10" and 12" Blade Sizes

WRITE FOR COMPLETE CATALOG

Simply flip lever to reverse air flow WITHOUT removing ventilator from the window. Exhaust hot, stale air during the day, bring in cool fresh air at night. Adjustable to fit most any window. The 4 pole, WEATHERPROOF Motor is completely enclosed — assures all-important protection against dust, damp air or rain, guaranteeing long, lasting service. Finished in beautiful gray baked enamel, it blends smartly with any color scheme.

For safety, styling and efficiency Kord's Single and Twin Reversible Window Fans set the pace!



Kord

MANUFACTURING COMPANY, INC.
4510 WHITE PLAINS ROAD • NEW YORK 70, N. Y.

SEE US AT THE
NATIONAL HOUSEWARES SHOW
Booth: 934-938
Navy Pier • Chicago

"You got a great
with

DU WIDE H



Du Mont
Wide Horizon KENDALL
New! Traditional styling in
mahogany or limed oak
grain finish.



Du Mont
Wide Horizon
LANCASTER
New! Modern styling in
mahogany or limed oak
grain finish.

future"...



Du Mont Wide Horizon TREVOR
New! Contemporary styling in mahogany
walnut, or limed oak grain finish.

... See these 3
newest, handsomest
Wide Horizon Telesets*
on this page and at
the **FURNITURE MART**
January 3 to 14

Du Mont Permanent Exhibit...Suite 218

(and get your picture taken
FREE with "CAPTAIN VIDEO" in his
Space Jeep!... to take
home to Junior)

MONT[®] ORIZON

BIGGEST 21-inch Picture...in every model!

BIGGER picture... **BIGGEST**, wide-open 21-inch!
BETTER reception... new high power, high quality circuits!
BRIGHTER contrast... new depth and detail from extra power!

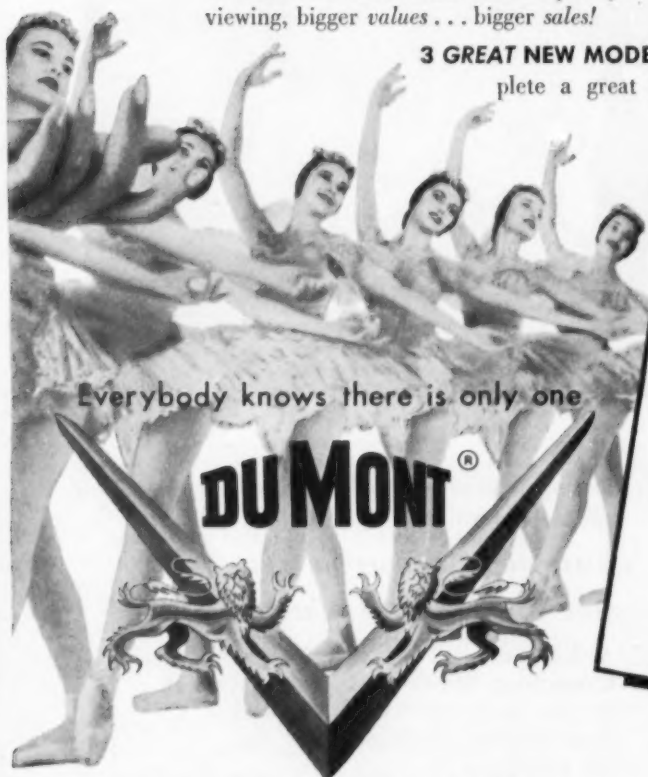
IT'S GREAT MERCHANDISE... quality-made for bigger
viewing, bigger values... bigger sales!

3 GREAT NEW MODELS... to com-
plete a great line! On this
page... see

the Trevor, Kendall and Lancaster. All 3 have Wide Horizon screens
and the packed-in value details that *sell* Du Mont feature by feature!
All 3 have record player outlets... continuous tone controls...
illuminated dials... dust-sealed, reflection-free viewing... remov-
able safety glass... quality "extras" everywhere!

"YOU GOT A GREAT FUTURE with Du Mont"... because you
can offer so much *more* value in every price class, at discounts that
put vision in your television outlook for the coming year!

and speaking of
"WIDE HORIZONS"...



Everybody knows there is only one

DU MONT[®]

FIRST WITH THE FINEST IN TELEVISION

Who's For HONOLULU?

Join the Du Mont Wide Horizon
Window and Store Display Contest for retailers
and distributors' salesmen... and WIN!

GRAND PRIZE... a flying trip and 5 days
in glorious Hawaii
(or \$500 cash if you can't get away)!

**80 OTHER GREAT PRIZES! ASK YOUR
DU MONT DISTRIBUTOR'S SALESMAN
FOR FULL DETAILS!**



*Trade Mark

PHONE YOUR NEAREST DUMONT DISTRIBUTOR FOR FULL INFORMATION OR WRITE TO: Allen B. DuMont Laboratories, Inc., Television Receiver Division, East Paterson, New Jersey.
Canadian Affiliate: Canadian Aviation Electronics, Ltd., DuMont Television Division, Montreal, Canada.

**"Plan makes it easier for retailer
to sell...the buyer to buy..."**

say Messrs. J. A. DEVLIN, left, and
R. E. DREW, right, partners for over 30
years in the Devlin-Drew Company, Fresno,
California, distributors for Philco and other
top lines, serving prosperous San Joaquin
Valley.



**COMMERCIAL
CREDIT
CORPORATION**

A service offered through subsidiaries of
Commercial Credit Company, Baltimore...
Capital and Surplus over \$170,000,000
... offices in principal cities of the United
States and Canada.

"WE LIKE the COMMERCIAL CREDIT
PLAN because it gives our dealers
financing for *both* their wholesale and
retail needs. Also, it is a perfect tie-in
with the National Philco Plan.

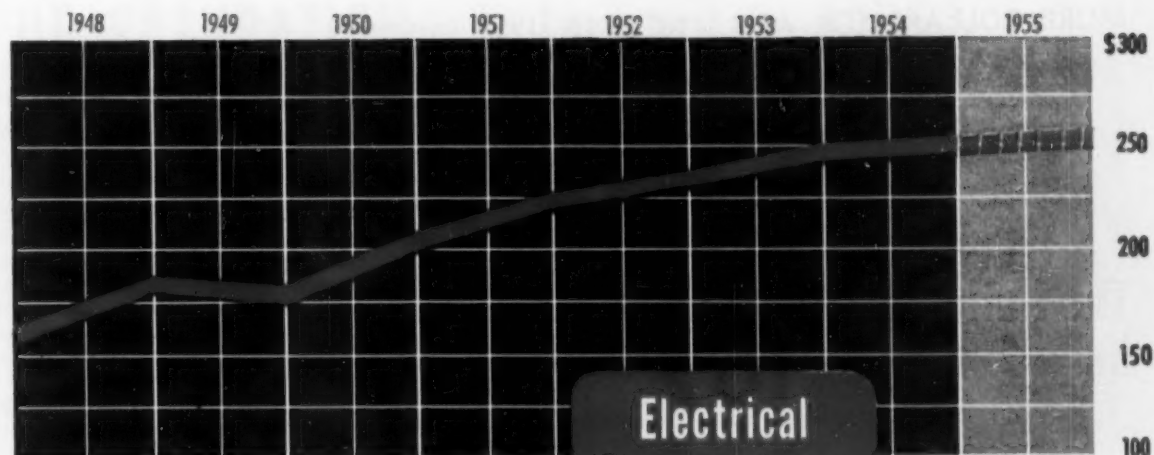
COMMERCIAL CREDIT has helped in-
crease our dealers' business and in
turn has helped Devlin-Drew, by

making it easier for the dealer to sell
and the buyer to buy."

**COMMERCIAL CREDIT DEALERS
ARE *Successful* DEALERS**

A letter or call to your nearest
COMMERCIAL CREDIT PLAN office will
get you speedy and expert help with
your financing problems. Why not
call today?

**DISPOSABLE
PERSONAL
INCOME IN
BILLIONS**



**APPLIANCE
PURCHASES IN
BILLIONS**



**Electrical
Merchandising**

Vol. 87

No. 1

Despite the possibility that farm incomes may decline and that business will invest a little less in plants and equipment, booming construction, more installment buying, high wages, and fuller employment promise

More Dollars for Appliances in 1955

By the McGraw-Hill Dept. of Economics

DURING 1954 the appliance and radio-TV industry got \$6.7-billion of the consumer's \$253-billion disposable income, as the chart above shows. And in 1955 it's likely to get \$7-billion of an estimated \$257-billion. That's a gain from 2.6 percent in 1954 to 2.72 percent in 1955 and that's why the business outlook for this year can only be described as bright.

The prospects are that the coming year will be significantly better than 1954—which was the second best year in the history of the American economy.

The big question is—how will the individual sectors of the economy fare within overall business activity? While 1955 should be better than 1954 for the economy as a whole, there are signs that prosperity will be uneven—just as it was this year. Some industries will get a much bigger share of the business upturn than others—and some industries won't do as well as in 1954.

In the appliance industry, this year is going to be another one of real competition. Manu-

facturers' sales of major appliances—air conditioners, dryers, freezers, ranges, refrigerators, vacuum cleaners and washers—are expected to reach about 15 million units in 1955. About 14.5 million units were sold this year. The most recent report on the consumer outlook, conducted by the Survey Research Center of the University of Michigan, indicates that consumers intend to buy more large household goods than they did in 1954. However, the outlook is not as good as it was at the end of 1952. And there will be increased competition for appliance dealers not only from other appliance dealers, but from people selling other consumer products as well.

Manufacturers are turning out new models of refrigerators, washers, vacuum cleaners and electric ranges incorporating all kinds of improvements. In addition to the new style features, prices have not risen, so the consumer is really getting better quality at the same price in 1955. And the growth part of the appliance industry—air conditioning, dishwashers, freezers, broilers, dryers—is expected

to push sales up to high levels in 1955. However, production of air conditioners may be somewhat lower in 1955 than this year because most manufacturers already have large inventories on hand.

This year, output of the radio and television industry may decline substantially from production in 1954. Television output in 1954 was extremely high—the second best in the history of this industry. There were 7.3 million TV sets sold. Manufacturers expect to sell close to 5.4 million units in 1955. With color TV just around the corner, many consumers may hold off buying a new set or trading in the old one until color sets are produced in quantity. In addition, the high price of color compared with black and white has undoubtedly made consumers reluctant to invest in a new set.

Manufacturers' sales of radios (including auto radios) in the year ahead should reach about 10 million units. This is approximately the same number that was sold in 1954, but about four

million less than the peak year of 1953. Radios have continued to hold their own in spite of the contention that the market was "saturated." Clock radios and portable radios, in particular, will continue to take a larger share of the radio market. And hi-fidelity phonographs have opened new markets for appliance dealers.

The building boom will help appliances two ways

Appliance sales are directly affected by ups and downs within the economy. Of those areas on the up side, the construction boom is the most striking. The year ahead promises to be the biggest year ever for construction. It will probably be second only to 1950 in the housing industry and could even surpass that record. Construction of commercial buildings, schools and churches is expected to increase substantially in 1955. Only industrial construction, of all types of building, is likely to decline. The year 1955 will also see a bigger highway program. The boom in nonresidential construction, of course, doesn't directly affect appliance sales. But it does help build up consumers by boosting their incomes, thus making more people able to buy appliances if they want them.

Residential construction, which directly provides demand for appliances, appears destined for an even better year than 1954—which was the second best year in our history. The peak was reached in 1950 when 1,396,000 units were started—compared with about 1.15 million non-farm housing starts in 1954. It now looks as if 1.2 million units will be a minimum for 1955, with a much bigger total a possibility. With wages at a high level, construction workers will also make an excellent market for new appliances.

People with more money can buy more appliances

Industrial activity and the earnings of industrial workers also should hold up well in 1955. The index of industrial production should average around 129 during the coming year—compared with 124 for 1954. Indications are that the auto industry will produce 5.3 million cars in 1955—the same number that was produced in 1954. Redesigned passenger car models and somewhat lower prices indicate that the automobile people will be giving appliance dealers stiff competition for the consumer's dollar. Steel output, which is directly related to auto production, is expected to be somewhat higher in 1955 than in 1954. However, in 1954 the tonnage produced represented only 70 per cent of operating capacity in the steel industry. In 1955, the steel operating rate will rise to about 80 per cent.

Federal government defense expenditures will show another drop in 1955. Defense spending should go from \$44.5 billion to \$41 billion in 1955. But the steady rise in spending by state and local governments will offset some of the decline in federal spending.

Businessmen are planning to continue to invest at a somewhat lower rate in new plants and equipment. They plan to invest about five per cent less in new plants and equipment in 1955 than they did in 1954. But this is still a very high level by all past standards—and a high level will help to maintain wages.

High employment means a willingness to buy on time

As a result, consumers will have the money and most of them will have the jobs to maintain a high level of spending. With a slight increase in business activity, total employment will be up in 1955. Some localized regions will undoubtedly have a larger share of unemployment than others; but, for the country as a whole, unemployment should average about three million in the coming year, compared to 3.2 million in 1954.

Total consumer credit outstanding in 1954 was very close to the peak of 1953, in spite of some cuts in consumer borrowing early in the year. In the coming year, consumers will continue to show their willingness to take on more debt burden. The first half of 1954 was characterized by only small increases in total debt. Consumers tightened their belts and repaid a good share of their installment debt burden. But, as the year progressed and they found themselves in a better financial position, they again resumed their credit buying. In the coming year, it is expected that new credit will more than offset repayments. Installment credit for appliances declined in 1954. But with credit easy to get and incomes rising, it should be easier to sell on time this year.

But look out for areas where business won't be good

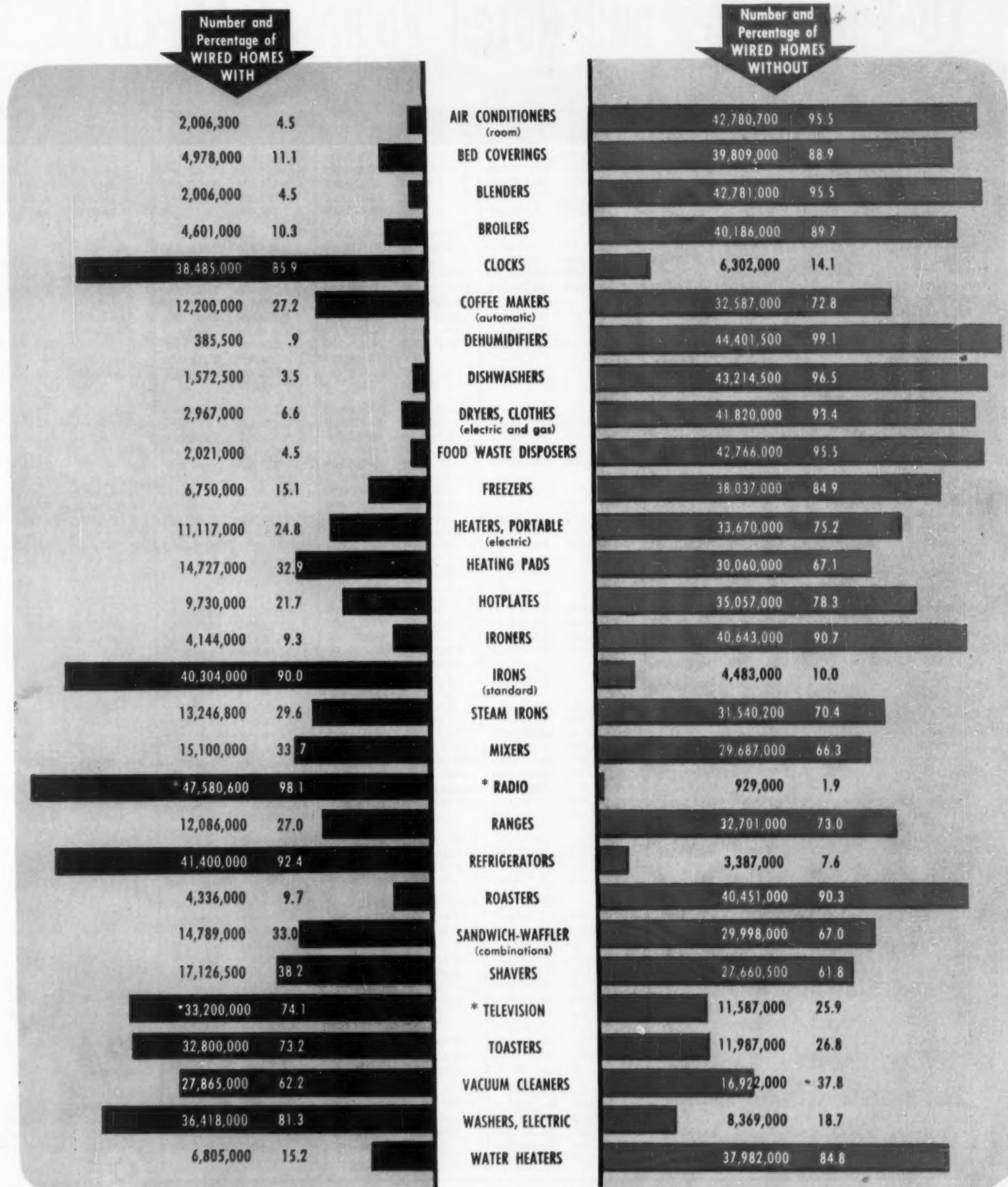
There are, of course, some sectors of the economy that will not do as well in the coming year. A good example is the farmer. Farm incomes have continued downward since 1952. And this year the outlook for the farmer is somewhat worse than last year. Farm prices are expected to be off about 2 percent from this year's average, while the prices farmers pay for goods and services are expected to be at least as high in 1955 as they were in 1954. Other industries which are expected to show a decline are the machine tool industry, where back orders have shrunk considerably, and the aircraft industry, which is dependent on government contracts for a large part of its output.

Neither businessmen nor consumers are likely to get much tax relief in the coming year. Corporate profit taxes are scheduled to go from 52 percent to 47 percent on April 1. However, the Administration has already begun to talk of extending the 52 percent for another year. Excise taxes on alcoholic beverages, autos, trucks, buses and on gasoline are also scheduled to drop on April 1. Whether or not Congress will allow them to drop will depend on the political climate at the time. There will also be some agitation to increase exemptions on personal income tax. But it seems unlikely that this will pass Congress in 1955.

Thus, the business outlook for 1955 is one of a continued high level of business activity. The appliance business in particular can look to a good year but a highly competitive one. Some of the industries which will show declines are concentrated in specific regions of the country, and appliance dealers will have tough sledding in those areas. And some appliances will move slower than others. It will be up to the individual appliance dealer to use his initiative and foresight to maintain his share of the market in 1955.

End

INDEX OF SATURATION . . . January 1, 1955



All figures except radio based on 44,787,000 domestic and farm electric customers. Radio based on 48,509,600 total homes.

*Radio projected from Jan. 1, 1954 Nielsen Coverage Service estimate. Total Homes projected from Sales Management Jan. 1, 1954 estimate. Television estimated by NBC.

10-Year Sales and Retail Value of APPLIANCES,

PRODUCT	1941		1946		1947		1948		1949	
	Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value
Air Conditioners, Room.....	33,000		29,840	\$10,298,000	42,900	\$17,421,000	73,630	\$27,198,000	89,320	\$31,473,700
Bed Coverings, Electric.....			200,000	\$8,000,000	630,000	26,460,000	675,000	29,025,000	440,000	16,500,000
Blenders.....							215,000	8,170,000	175,000	6,562,500
Broilers.....			800,000	9,800,000	255,000	3,442,500	280,000	5,026,000	260,000	4,667,000
Cleaners, Vacuum:										
Floor Type **.....	1,670,000	\$93,600,900	2,289,500	155,228,100	3,801,000	285,368,000	3,360,800	257,542,700	2,889,500	221,794,300
Hand Type.....	383,000	5,726,000	80,000	1,505,880	186,400	4,827,000	289,900	7,706,400	191,000	5,355,100
Clocks.....	5,400,000	27,000,000	6,500,000	40,950,000	9,729,000	69,076,000	9,995,000	74,962,500	5,280,000	33,200,000
Coffee Makers: Total.....	1,941,250	6,783,300	5,000,000	43,150,000	2,963,000	29,516,000	2,700,000	33,870,000	2,450,000	39,300,000
Automatic.....					200,000	4,000,000	600,000	12,000,000	800,000	
Non-Automatic.....					2,763,000	25,516,000	2,100,000	21,870,000	1,650,000	
Dehumidifiers.....									25,000	
Dishwashers, Motor-Driven.....					120,000	30,000,000	225,000	61,875,000	160,000	44,000,000
Dryers, Clothes, Total.....					58,000	12,180,000	92,000	20,720,000	105,700	24,317,200
Electric.....					38,000		76,700		84,560	
Gas.....					20,000		15,300		21,140	
Fans:										
Attic.....					125,000	15,625,000	85,000	11,050,000	76,500	9,562,500
Desk and Bracket.....	1,985,000	14,587,200	1,239,450	13,680,000	3,555,000	65,767,500	3,470,000	60,725,000	2,776,000	51,356,000
Hammock or Floor.....										
Ventilating, Wall & Ceiling.....	116,800	2,044,000	203,080	2,877,000	265,000	9,142,500	240,000	9,000,000	255,000	9,817,500
Window Ventilating.....										
Floor Polishers.....					185,000	9,250,000				
Food Waste Disposers.....					100,000	12,500,000	175,000	21,000,000	155,000	20,925,000
Freezers, Home.....			210,300	80,000,000	607,000	200,310,000	690,000	220,800,000	485,000	162,475,000
Fryers, Deep Fat.....										
Heaters, Convector & Radiant.....	564,000	2,312,400	2,000,000	25,000,000	1,850,000	26,825,000	1,300,000	16,900,000	835,000	9,602,500
Fan-Forced & Fan-Heaters.....										
Non-Fan Forced.....										
Wall Type.....										
Heating Pads.....	1,117,800	3,633,000	2,900,000	17,400,000	2,140,000	13,910,000	1,600,000	10,800,000	1,350,000	9,112,500
Hotplates.....	547,800	1,430,000	2,000,000	11,560,000	1,453,000	13,803,500	1,225,000	10,964,000	820,000	6,519,000
Ironers.....	259,000	14,489,000	175,000	13,146,000	599,300	75,821,800	477,000	71,550,000	307,350	43,028,300
Ironers: Total.....	5,585,000	21,100,000	9,600,000	82,959,000	11,004,000	121,215,000	7,360,000	94,392,500	6,310,000	81,639,500
Automatic.....	2,900,000	14,790,000	7,000,000	67,645,000	8,495,000	93,645,000	5,850,000	75,757,500	4,850,000	62,807,500
Non-Automatic.....										
Travel.....	2,685,000	6,310,000	2,600,000	15,314,000	1,353,000	8,118,000	700,000	4,865,000	495,000	3,440,250
Steam.....					1,156,000	19,652,000	810,000	13,770,000	965,000	15,391,750
Kitchen Cabinets, Steel.....			1,347,500	60,000,000	2,790,000	104,600,000	3,236,400	124,776,700	2,132,000	83,852,800
Lamp Bulbs & Tubes: Total.....	1,322,135,000		1,304,545,000	285,405,000	1,705,044,000	392,077,000	1,837,294,000	406,605,000	1,756,665,000	389,980,000
Fluorescent.....	21,931,000		50,573,000	48,818,000	79,073,000	79,524,000	79,400,000	80,059,000	72,068,000	72,700,000
Large Incandescent.....	675,383,000		726,105,000	149,287,000	831,241,000	174,477,000	845,083,000	179,411,000	814,401,000	173,000,000
Photo.....	29,289,000		43,049,000	7,202,000	78,791,000	13,702,000	143,602,000	24,125,000	155,066,000	26,080,000
Miniature (incl. "L").....	339,773,000		329,271,000	70,143,000	444,911,000	102,773,000	390,546,000	87,908,000	330,102,000	80,600,000
Christmas Tree.....	255,759,000		155,547,000	9,955,000	271,028,000	21,601,000	378,663,000	35,102,000	385,028,000	37,700,000
Lawn Mowers, Power.....	53,500	6,000,000	139,000	17,000,000	362,000	54,000,000	397,000	57,000,000	529,000	65,000,000
Mixers, Food:										
Standard.....	510,000	11,220,000	1,500,000	47,265,000	1,220,000	43,310,000	1,550,000	58,105,000	1,375,000	51,562,500
Portable.....							20,000	339,000	150,000	2,542,500
Oil Space Heaters†.....	471,400	28,260,000	1,006,200	69,778,200	2,004,200	165,079,970	1,234,900	103,305,100	741,500	60,064,000
Radio										
Home Radios.....	13,700,000	469,636,000	14,031,000	701,550,000	14,082,700	815,388,300	9,630,300	563,370,600	5,961,200	274,215,200
Portable Radios.....					2,458,300	86,778,000	2,629,600	77,573,200	1,843,400	55,209,800
Clock Radios.....										
Ranges.....	728,000	103,376,000	576,700	107,266,200	1,210,000	278,300,000	1,600,000	376,000,000	1,056,000	242,880,000
Refrigerators.....	3,500,000	542,500,000	2,100,000	434,700,000	3,400,000	867,000,000	4,766,000	1,239,160,000	4,450,000	1,134,750,000
Roasters.....	290,000	7,366,000	150,000	4,500,000	410,000	15,375,000	675,000	25,312,500	350,000	13,125,000
Shavers.....	1,100,000	15,950,000	2,115,000	35,955,000	2,500,000	43,750,000	1,650,000	32,175,000	1,725,000	37,087,500
Television.....			6,500	2,100,000	178,570	83,500,000	975,000	383,500,000	3,000,000	970,000,000
Toasters: Total.....	2,640,800	17,945,500	3,500,000	41,489,000	5,019,000	62,015,000	4,850,000	78,315,000	4,200,000	73,290,000
Automatic.....	1,237,000	14,225,500	1,400,000	26,138,000	2,840,000	51,120,000	3,650,000	71,175,000	3,450,000	68,827,500
Non-Automatic.....	1,403,800	3,720,000	2,100,000	15,351,000	2,179,000	10,895,000	1,200,000	7,140,000	750,000	4,462,500
Waffle Irons—Sand, Grills.....	1,646,400	7,899,800	3,600,000	45,529,000	3,567,000	50,537,500	3,670,000	57,114,000	1,960,000	30,205,000
Washing Machines:										
Automatic & Semi Automatic.....	1,892,400	148,556,150	356,000	106,800,000	962,000	278,980,000	950,000	272,935,000	928,000	236,640,000
Wringer & Spinner.....			1,691,380	140,503,000	2,695,000	262,256,000	3,245,600	453,469,400	2,137,000	288,548,000
Water Heaters, Storage.....	205,000	17,015,000	488,000	58,560,000	1,100,000	143,000,000	1,040,000	137,800,000	695,000	90,350,000
Water Systems.....	347,055		625,700	57,083,650	730,000	84,000,000	650,000	89,050,000	600,000	78,900,000

**Vacuum cleaner figures, include new and manufacturers' reconditioned models for prewar, but from 1946 on represent new models only. †So-called portable metal cabinets not included. ‡Oil

space heaters based on Dept. of Commerce figures. Radio, T-V figures since 1947 represent production, estimated by RETMA. 1952-4 Air Conditioner Unit Figures from A.R.I.

RADIO and TELEVISION

Manufacturers' Sales, Including Exports,
In Units and Retail Dollar Value

1950		1951		1952		1953		1954		PRODUCT
Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value	
200,900	\$62,646,000	237,500	\$80,393,000	380,400	\$129,703,000	1,044,700	349,514,000	1,230,000	419,298,000	Air Conditioners, Room
800,000	31,600,000	776,000	32,980,000	830,000	35,275,000	948,000	35,976,000	1,050,000	37,747,500	Bed Coverings, Electric
225,000	8,437,500	290,000	11,455,000	395,000	16,392,500	310,000	12,384,500	296,000	11,825,000	Blenders
295,000	7,360,000	312,000	7,200,000	434,700	13,172,100	1,130,000	56,333,000	1,550,000	75,950,000	Broilers
3,529,400	280,305,000	2,729,100	234,893,600	2,841,800	260,081,500	2,777,700	263,121,700	2,650,000	251,087,500	Cleaners, Vacuum:
230,300	6,614,200	176,000	5,313,500	155,000	4,786,800	173,200	5,212,100	132,000	3,973,200	Floor Type**
8,100,000	54,000,000	7,500,000	52,125,000	6,700,000	48,575,000	7,625,000	52,993,700	6,900,000	47,955,000	Hand Type
2,975,000	54,101,250	2,825,000	59,409,750	3,000,000	60,185,500	3,685,000	73,515,800	3,218,000	66,253,500	Clocks
900,000	25,155,000	1,695,000	43,646,250	1,950,000	48,652,500	3,218,000	66,253,500	Coffee Makers: Total
2,075,000	28,946,250	1,130,000	15,763,500	1,050,000	11,533,000	Automatic
45,000	6,300,000	55,240	7,678,400	87,450	12,505,300	90,550	12,224,000	95,000	12,825,000	Non-Automatic
230,000	66,700,000	260,000	78,000,000	175,000	52,500,000	180,000	54,000,000	210,000	63,000,000	Dehumidifiers
318,500	70,449,400	492,000	120,679,500	634,850	162,781,000	736,700	179,847,000	890,000	207,498,250	Dishwashers, Motor-Driven
250,980	53,378,400	354,000	82,039,500	473,900	116,105,500	568,500	134,342,200	655,500	146,176,500	Dryers, Clothes, Total
67,520	17,071,000	138,000	38,640,000	160,950	46,675,500	168,200	45,504,800	234,500	61,321,750	Electric
.....	Gas
95,000	12,302,500	90,000	12,325,500	95,000	14,250,000	135,000	18,562,500	125,000	16,375,000	Fans:
2,450,000	42,262,500	2,225,000	43,387,500	1,625,000	36,031,500	2,365,000	54,276,800	(1954 Fan Figures not available at press time. Complete breakdown will appear in Feb., 1955, issue)		Attic
180,000	7,110,000	185,000	8,136,300	265,000	12,852,500	295,000	14,235,000			Desk and Bracket
495,000	17,745,800	444,500	14,404,300	585,000	19,012,500	680,000	21,590,000			Hammock or Floor
.....	320,000	16,640,000	505,000	27,750,000	660,000	39,567,000			Ventilating, Wall & Ceiling
240,000	13,800,000	275,000	16,500,000	287,000	18,655,000	295,000	19,175,000	325,000	19,500,000	Window Ventilating
320,000	43,200,000	352,000	47,520,000	260,000	33,800,000	325,000	42,250,000	360,000	46,800,000	Floor Polishers
890,000	289,250,000	1,050,000	378,000,000	1,140,000	421,800,000	1,090,000	436,000,000	975,000	385,125,000	Food Waste Disposers
500,000	12,475,000	725,000	20,662,500	1,525,000	45,673,000	2,650,000	79,500,000	1,895,000	41,500,000	Freezers, Home
1,115,000	15,364,700	930,000	12,393,000	1,202,000	31,203,000	1,400,000	33,905,300	1,330,000	34,232,500	Fryers, Deep Fat
.....	605,000	9,468,000	690,000	12,075,000	940,000	17,390,000	850,000	16,787,500	Heaters, Convector & Radiant:
.....	325,000	2,925,000	270,000	2,430,000	195,000	1,940,300	*180,000	2,475,000	Fan-Forced & Fan-Heaters
.....	242,000	16,698,000	265,000	14,575,000	300,000	14,970,000	Non-Fan Forced
1,725,000	11,988,750	1,450,000	10,077,500	1,500,000	10,425,000	1,875,000	12,281,200	1,675,000	10,887,500	Wall Type
1,160,000	9,454,000	940,000	8,695,000	905,000	8,597,500	695,000	5,907,500	710,000	5,928,500	Heating Pads
409,200	59,465,900	283,840	49,572,700	211,400	44,182,600	160,000	34,013,000	91,300	18,899,100	Hotplates
7,475,000	101,188,500	7,585,000	104,166,800	6,235,000	97,384,000	7,575,000	118,577,000	6,320,000	95,065,250	Ironers
5,235,000	67,793,250	4,950,000	60,637,500	2,795,000	36,195,250	2,720,000	32,640,000	2,150,000	23,542,500	Irons: Total
595,000	3,867,500	236,400	1,046,900	210,000	875,250	175,000	691,000	105,000	414,750	Automatic
1,645,000	29,527,750	2,100,000	39,795,000	2,855,000	56,957,250	4,250,000	80,537,500	3,625,000	65,850,000	Non-Automatic
2,969,000	125,848,300	2,672,100	119,930,900	2,970,000	154,000,000	3,441,000	178,000,000	3,372,000	174,440,000	Travel
2,006,880,000	466,400,000	2,012,132,000	518,100,000	1,849,994,000	484,100,000	2,201,159,000	613,500,000	2,148,200,000	623,000,000	Steam
88,439,000	95,500,000	86,652,000	102,600,000	77,629,000	93,000,000	84,665,000	121,000,000	86,200,000	128,000,000	Kitchen Cabinets, Steel †
933,523,000	204,600,000	950,408,000	228,000,000	920,825,000	222,000,000	976,461,000	264,000,000	955,000,000	275,000,000	Lamp Bulbs & Tubes: Total
229,230,000	37,400,000	295,848,000	51,000,000	341,820,000	58,200,000	485,670,000	83,200,000	460,000,000	76,200,000	Fluorescent
467,728,000	98,500,000	415,624,000	107,500,000	359,320,000	94,800,000	427,363,000	120,800,000	380,000,000	112,000,000	Large Incandescent
287,960,000	30,400,000	263,600,000	29,000,000	150,400,000	16,100,000	227,000,000	24,500,000	267,000,000	31,800,000	Photo
1,080,000	100,000,000	1,241,000	121,000,000	1,155,000	110,000,000	1,275,000	144,542,000	1,350,000	121,095,000	Miniature (incl. "L")
1,700,000	67,150,000	1,475,000	65,687,500	1,375,000	60,500,000	1,270,000	55,880,000	1,155,000	51,108,700	Christmas Tree
145,000	2,602,750	125,000	2,312,500	455,000	8,622,250	615,000	11,654,200	795,000	15,502,500	Lawn Mowers, Power
886,400	73,480,000	768,490	69,933,000	740,300	68,852,000	647,800	60,892,700	520,000	49,920,000	Mixers, Food:
8,174,600	382,653,000	6,751,400	231,235,500	4,043,100	136,454,600	4,403,000	138,694,500	3,140,000	90,275,000	Standard
1,674,700	50,994,600	1,332,990	41,322,700	1,719,900	59,336,500	1,741,600	60,712,000	1,525,000	48,540,700	Portable
.....	777,000	30,691,500	1,929,000	65,586,000	2,041,100	69,397,400	1,750,000	54,326,000	Oil Space Heaters
1,830,000	424,623,000	1,400,000	350,000,000	1,060,000	270,300,000	1,250,000	318,750,000	1,165,000	304,065,000	Radios:
6,200,000	1,602,266,000	4,075,000	1,120,625,000	3,570,000	1,017,450,000	3,650,000	1,076,750,000	3,425,000	1,044,625,000	Home Radios
400,000	15,580,000	442,000	18,541,900	425,000	17,850,000	395,000	17,380,000	350,000	13,982,500	Portable Radios
2,150,000	50,525,000	2,200,000	53,900,000	2,750,000	68,612,500	3,500,000	94,500,000	3,950,000	108,625,000	Clock Radios
7,463,800	2,235,408,000	5,384,800	1,658,500,000	6,096,000	1,719,072,000	7,215,000	2,020,200,000	7,300,000	1,737,400,000	Ranges
4,525,000	80,142,700	3,725,000	75,763,700	2,975,000	59,727,700	3,170,000	57,721,500	3,100,000	52,594,500	Refrigerators
3,795,000	76,127,700	3,350,000	73,532,500	2,650,000	58,167,500	2,825,000	56,358,800	2,690,000	50,975,000	Roasters
730,000	4,015,000	375,000	2,231,200	325,000	1,560,200	345,000	1,362,700	410,000	1,619,500	Shavers
2,535,000	42,968,250	1,875,000	33,656,300	1,456,000	29,848,000	1,370,000	29,455,000	835,000	15,823,200	Television
1,646,380	423,119,700	1,589,400	445,667,800	1,684,100	471,076,400	2,070,800	577,401,100	2,420,000	657,030,000	Toasters: Total
2,626,200	361,443,900	1,795,300	269,995,200	1,582,400	237,818,900	1,521,400	228,018,200	1,230,000	182,753,400	Automatic
990,000	131,175,000	845,000	114,075,000	720,000	95,040,000	780,000	102,960,000	775,000	100,750,000	Non-Automatic
723,000	112,065,000	625,000	96,875,000	682,000	110,484,000	702,050	119,000,000	728,000	123,400,000	Waffle Irons—Sand. Grills
.....	Washing Machines:
.....	Automatic & Semi-Automatic
.....	Wringer & Spinner
.....	Water Heaters, Storage
.....	Water Systems

All other figures compiled from reports of associations and manufacturers, from estimates by association executives and manufacturers, from "Facts for Industry," and Census of Manufactures.

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When Do Appliances Sell Best?

Electrical Merchandising, in its annual study charts the course of 1953's retail sales by months, and compares them with the composite average of the preceding three years for a broad picture of seasonal buying habits

WHEN, in January of 1952, ELECTRICAL MERCHANDISING published the first of a series of studies on the monthly buying habits of the nation's consumers, the national picture was clouded by the fact that relatively few groups were then reporting on the month to month sales activities of dealers in their own particular areas. In this year's study, the fourth in a continuing series, the number of reporting utilities has grown from the original 16 to a total of 22. These 22 utilities, located as they are from coast to coast, reported on 1953 sales of appliances in localities which are widely divergent in characteristics of climate, income and buying habit. It is because of these regional characteristics that the study becomes more useful, for in combination the reported regional sales are undoubtedly indicative of the buying habits of the entire country during certain periods.

As a means of further pointing up the month-to-month sales picture, ELECTRICAL MERCHANDISING has initiated this year a comparative charting which shows the average monthly sales percentages realized by each appliance in the entire four year period of the study. The picture which emerges from the averaging of these three year sales (1950-1952), and which is charted on the following pages in comparison with 1953 alone, is conclusive proof of the existence of proven seasonal sales patterns for most appliances. They should prove a valuable planning aid to the manufacturer and dealer alike.

In all of the monthly sales studies so far presented by ELECTRICAL MERCHANDISING representation has been present from each of the nine geographical divisions of the United States. The reporting utilities in this year's study included those indicated in the box on this page.

Summer Sales and the Majors

The average American consumer did not think in terms of a refrigerator purchase during the cold weather months. Along with the mercury, sales during 1953 sank to their low point during the month of December with only 5.84 percent of the yearly sales total. The three year average paralleled this closely and showed a low point occurring during the month of November and here, too, the percentage stood at 5.84 percent. The nearer the con-

sumer got to July the more convinced he became of the need for a new refrigerator. Thus sales in 1953 reached their highest point during July with 11.97 percent of the year's sales. Further indication of the summer popularity of the refrigerator were the three year averages which showed June sales at 10.29 percent, July at 12.42 percent, and August at 10.32 percent.

Following an almost exactly similar pattern, home freezers were eagerly sought during 1953 in the month of July, 10.84 percent of the year's sales being made at that time. The high of the three year average also occurred during this month with a 12.19 percent. Low ebb for the home freezer during 1953 was in December when sales had dropped to 6.13 percent.

Ranges appeared to be one of the few major appliances whose sales progress over the year could not be measured in sudden spurts. Over the twelve months of 1953 sales were on a fairly stable plane with a low of 7.42 percent in January and a high of 9.73 percent in May. The three year averages showed February as low month, 7.09 percent, and July as high month with 9.94 percent.

The Home Laundry Picture

During 1953 sales of washing machines presented a fairly steady month-to-month sales picture. High water mark for the year was April with 8.95 percent of the recorded sales, followed by July, 8.80 percent, and September, 8.74 percent. The three year averages for washers showed more tendency on the consumer's part to make things profitable for the dealer in the two mid-summer months and early fall. Thus the composite three year picture showed the month of July in first posi-

tion saleswise, 10.07 percent, followed by August and September in second and third spots, with 9.22 and 9.20 percent respectively.

Winter's brisk and blustery weather seemed to play a major part in the shaping of dryer sales. Housewives with the outlook of several months of inclement weather in the offing started warming up to dryer purchases in October, 11.29 percent of 1953's sales; reached 12.12 percent in November; and ended the year with a high of 14.25 percent in December, an indication, too, of the dryer's popularity as a gift appliance. Bearing out the popularity of these three months for dryer sales the three year aggregate showed sales percentages of 12.71 percent in both October and November, and a high of 14.24 percent in December. Low point for the dryer was in late spring when ELECTRICAL MERCHANDISING's three year average showed an unimpressive 4.90 percent of sales being made by the dealer.

During 1953 ironers showed a rather erratic sales pattern. December was first in point of sales with 12.52 percent of the year's total, January was second best with 9.49 percent, and April came in at third position with 9.47 percent. Over the three year period however the picture showed that the ironer enjoyed its greatest popularity during the months of September, October, November and December. During the last month alone sales reached 12.31 percent in the cumulative analysis.

Housewares and the Holidays

Santa's pack was heavily laden with housewares of every sort according to the percentages recorded in the study. During December, 1953, alone, electric mixer sales accounted for nearly

28.41 percent of annual sales, with November in second spot with 11.21 percent. This meant that during these two months nearly 40 percent of the sales of this versatile kitchen appliance were accounted for. Examples of two other popular gift giving appliances could be found in roasters which showed an impressive three year combined average of 36.62 percent during November and December, and the toaster with a high of 31.47 percent for these two months.

Among other housewares with accelerated sales at this season of the year were clocks, 18.11 percent in December of the three year average; coffee makers, 22.04 percent; and irons, 12.48 percent. Combining its appeal as a gift with more utilitarian aspects during cold weather was the electric blanket which showed 1953 sales ranging from a weak 1.55 percent in July to an impressive 33.83 percent in December. A similar pattern was recorded by heating pads which showed a three year average high spot of 25.32 percent in the month of December.

Sales and the Weather

As might be imagined several of the appliances which were covered in the study presented on these pages enjoyed sales which were based on weather alone. Thus, the air conditioner came into its own only during the hot weather months with an aggregate three year picture of 78.69 percent of all sales being concluded during May, June, July and August. At the other end of the scale was the space heater, sales of which accounted for 62 percent of the yearly total during October, November, December and January of the three year period.

Radio and television were both commodities whose sales were helped in the late fall, perhaps as a result of the winter crop of better programs and the confining weather. Whatever the cause, sales picked up on both products starting in September. The three year averages on radio showed that in September 8.22 percent of the year's sales were made, rising steadily thereafter to a peak of 18.60 in December. Television followed a like course with 10.91 percent of the three year average in September, and 12.17, 11.95 and 12.52 percent in that order for the months of October, November and December.

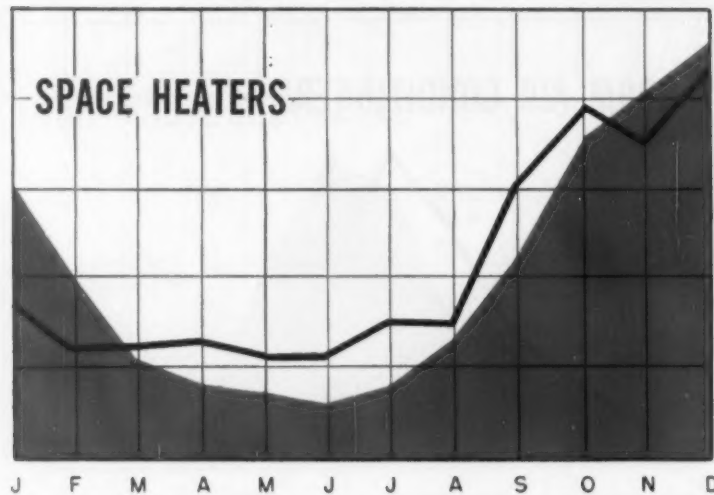
REPORTING UTILITIES

Omaha Public Power District
Nashville Electric Service
Southwestern Gas & Electric Co.
Kansas Gas & Electric Co.
Florida Power & Light Co.
Pacific Gas & Electric Co.
Dallas Power & Light Co.
New Orleans Public Service, Inc.
Connecticut Light & Power Co.
Texas Electric Service Co.
New York State Electric & Gas Corp.
West Penn Power Company

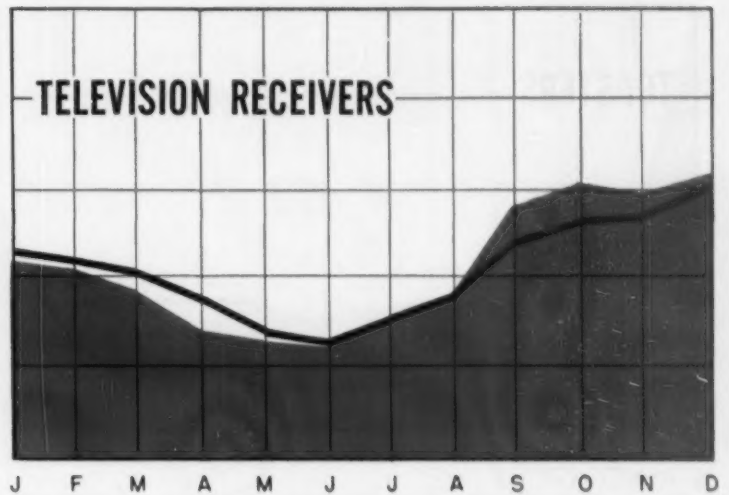
United Illuminating Co., New Haven, Connecticut
United Illuminating Co., Bridgeport, Connecticut
Electrical Assn. of Philadelphia
Pennsylvania Power & Light Co.
Florida Power Corp.
Kentucky Utilities
Washington Water Power Co.
Electric Power Board of Chattanooga
New Jersey Power & Light Co.
Pacific Power & Light Co.

1953 —

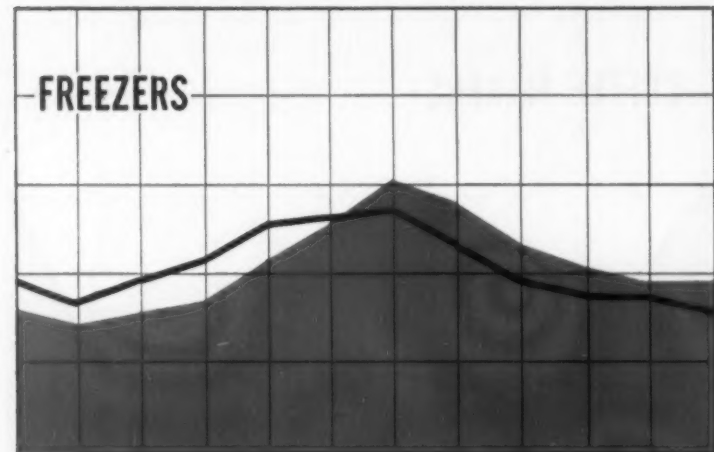
Average For Three Preceding Years



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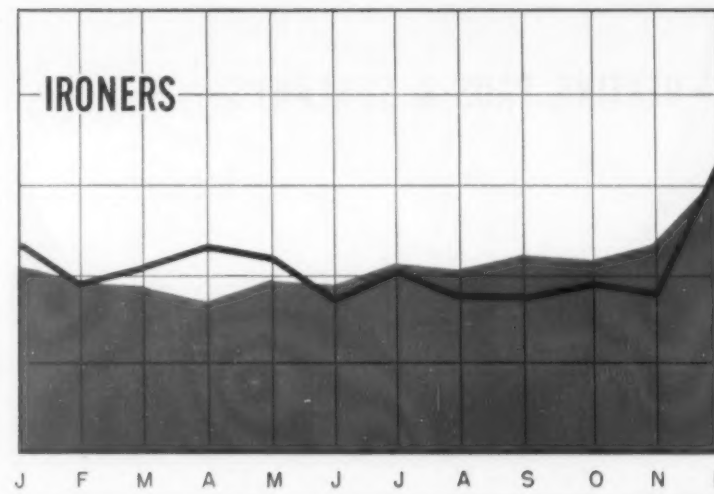
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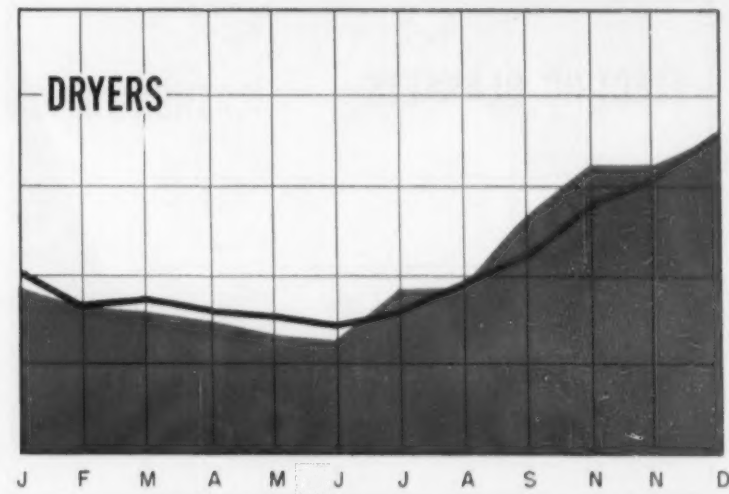
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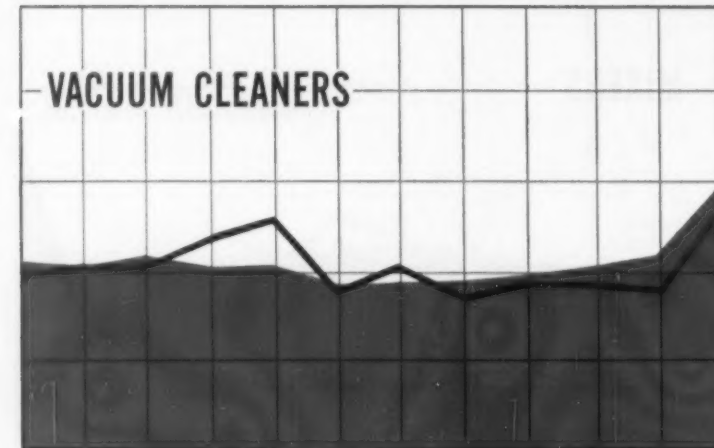
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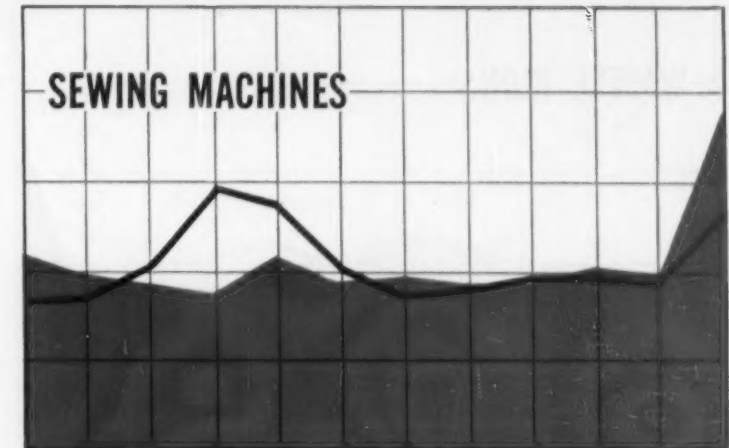
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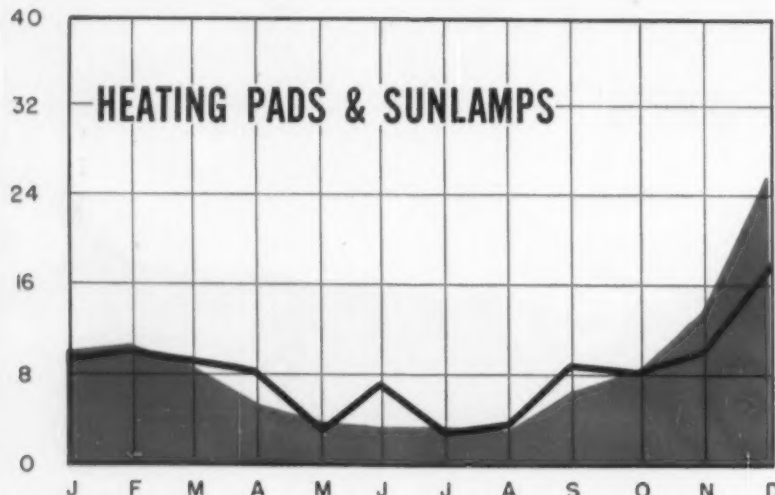
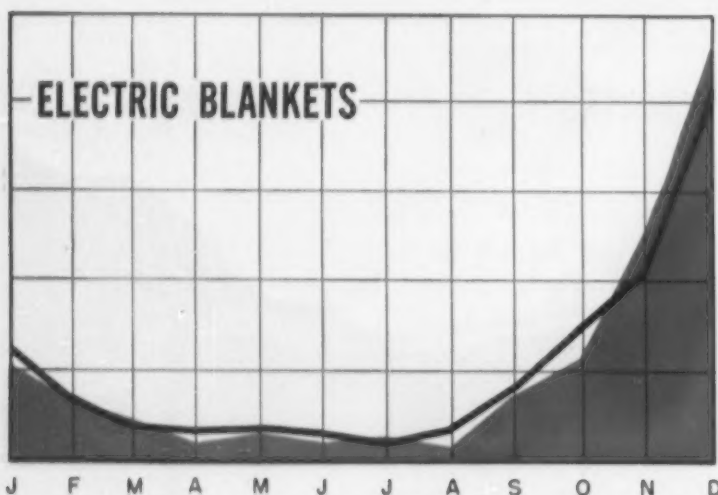
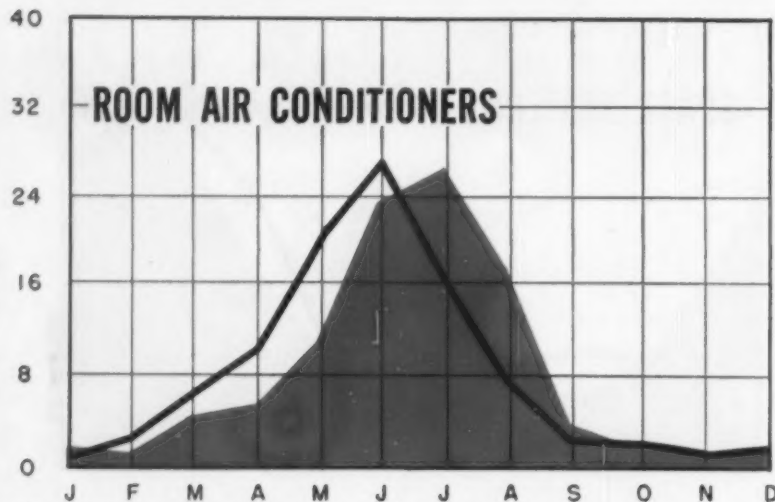
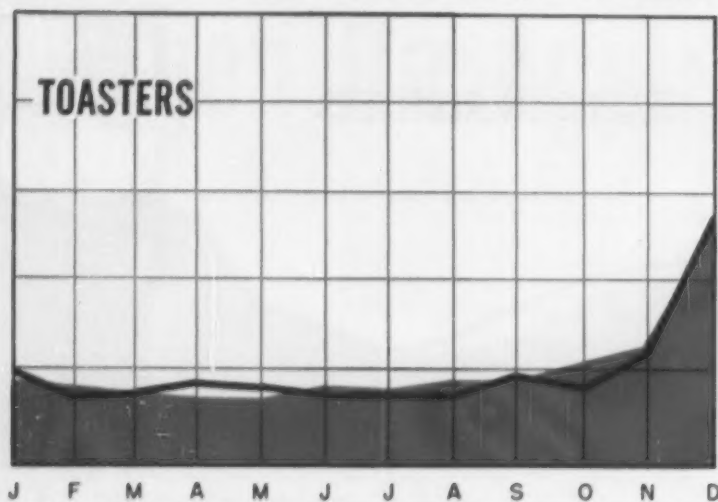
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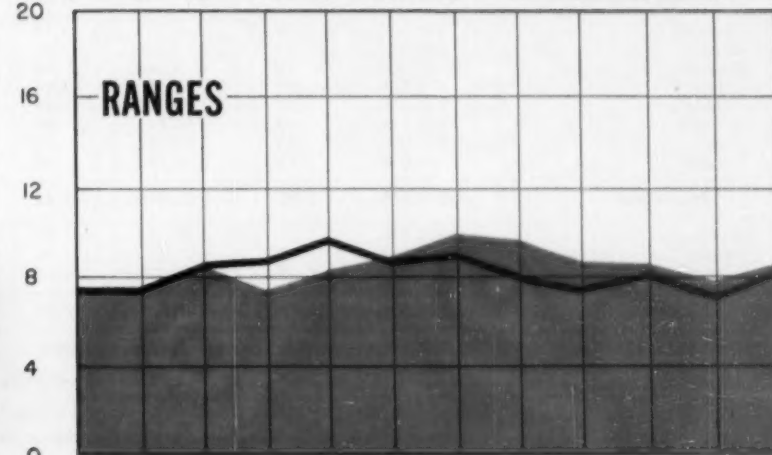
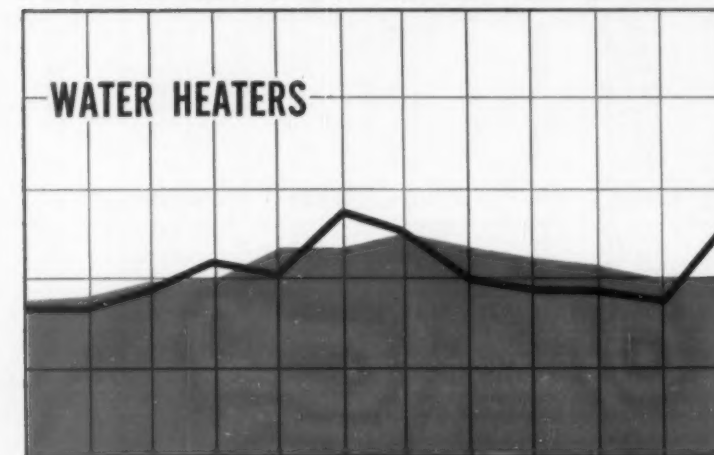
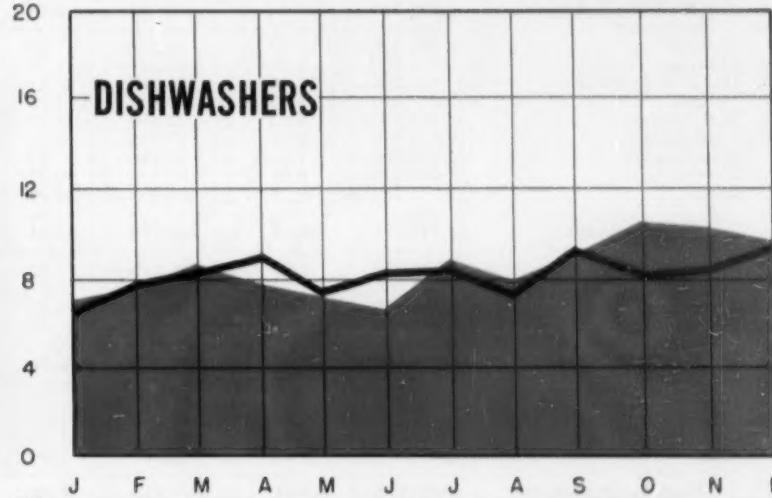
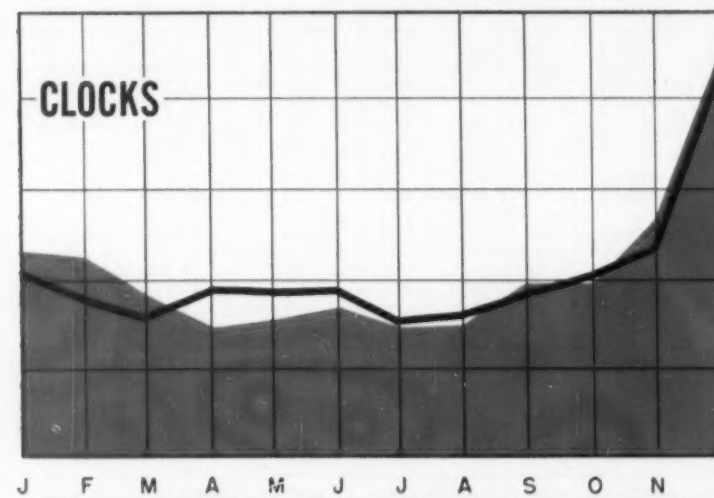
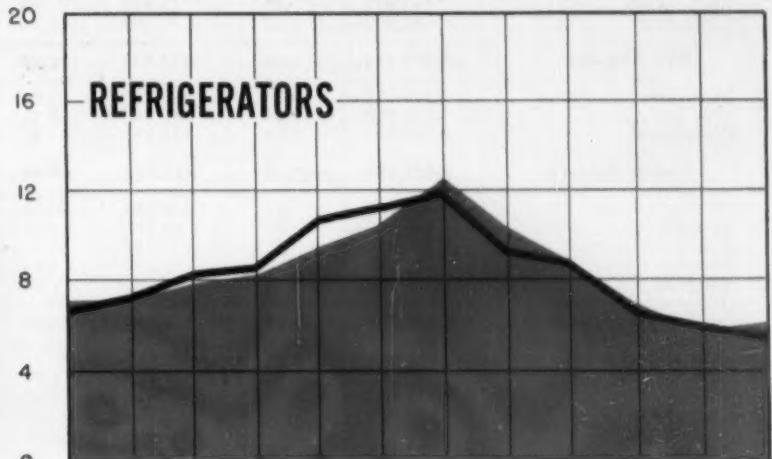
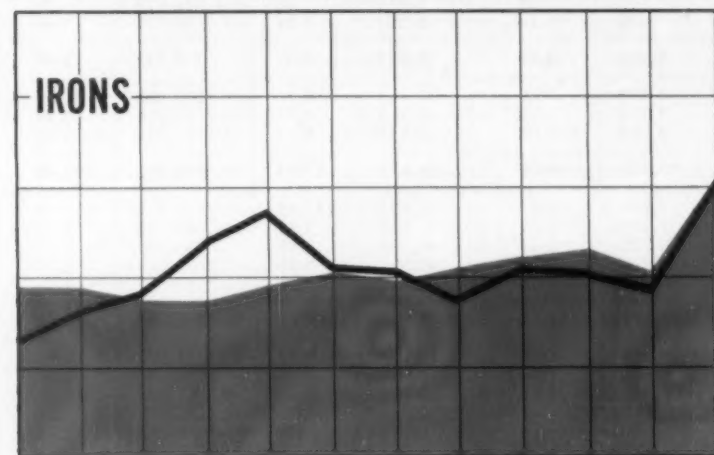
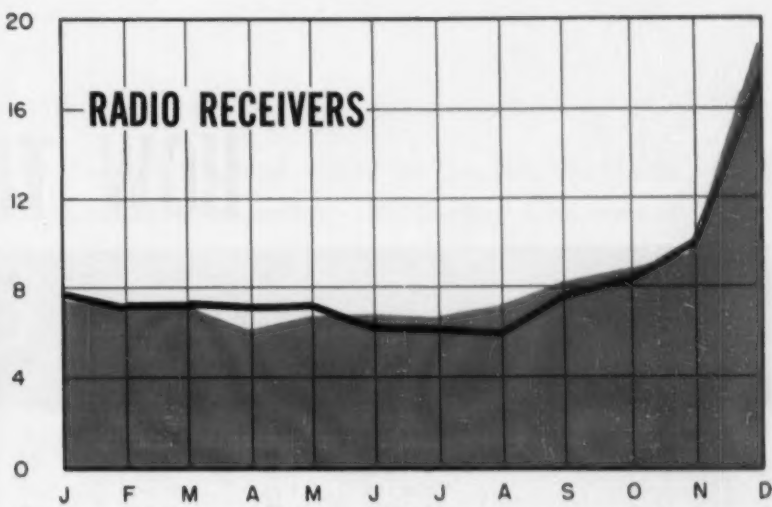
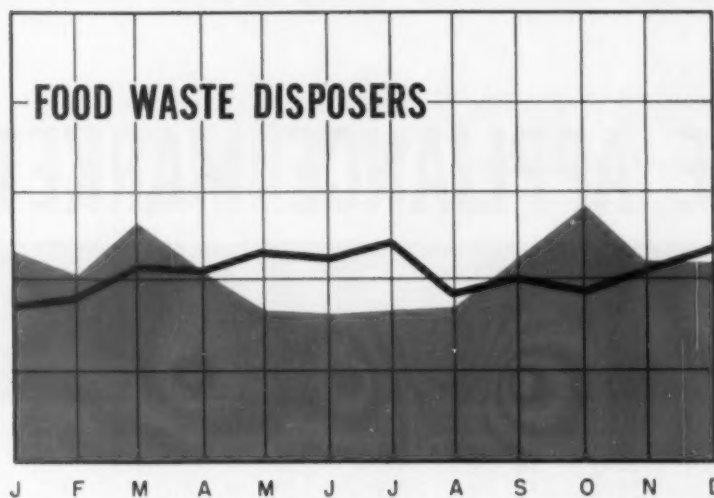


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HOW THE APPLIANCE MARKET

STATE	Residential & Rural Electric Customers		Home Washer Shipments*		Ironer Shipments*		Dryer Shipments*		Refrigerator Shipments*	
	Jan. 1, 1955	% of U. S. Total	First 9 Months 1954	% of U. S. Total	First 9 Months 1954	% of U. S. Total	First 9 Months 1954	% of U. S. Total	First 9 Months 1954	% of U. S. Total
Maine.....	286,750	.64	12,114	.49	121	.21	1,354	.28	11,450	.50
New Hampshire.....	183,925	.41	8,140	.33	140	.25	1,102	.23	6,573	.29
Vermont.....	113,850	.25	4,147	.17	54	.10	399	.08	3,224	.14
Massachusetts.....	1,448,125	3.23	71,897	2.95	1,264	2.23	8,919	1.85	62,529	2.73
Rhode Island.....	243,975	.55	15,834	.65	199	.35	1,758	.36	16,970	.74
Connecticut.....	660,950	1.48	41,499	1.70	649	1.14	6,293	1.31	34,005	1.49
New England.....	2,937,575	6.56	153,631	6.29	2,427	4.28	19,825	4.11	124,751	5.89
New York.....	4,405,525	9.84	220,528	9.04	4,438	7.82	32,563	6.76	278,980	12.18
New Jersey.....	1,570,250	3.51	80,740	3.31	1,814	3.20	11,312	2.35	76,398	3.34
Pennsylvania.....	2,929,800	6.54	176,817	7.25	4,582	8.07	39,147	8.13	135,477	5.92
Middle Atlantic.....	8,905,575	19.89	478,085	19.60	10,834	19.09	83,022	17.24	490,855	21.44
Ohio.....	2,466,700	5.51	148,660	6.09	5,241	9.24	54,507	11.32	131,352	5.74
Indiana.....	1,246,200	2.78	68,287	2.80	1,585	2.79	26,858	5.58	67,542	2.95
Illinois.....	2,530,750	5.65	134,947	5.53	3,082	5.43	40,078	8.32	134,695	5.88
Michigan.....	2,023,050	4.52	110,875	4.54	7,208	12.70	42,654	8.85	108,779	4.75
Wisconsin.....	1,070,000	2.39	47,386	1.94	781	1.38	15,212	3.16	40,153	1.75
East North Central.....	9,336,700	20.85	510,155	20.90	17,897	31.54	179,309	37.23	482,521	21.07
Minnesota.....	919,875	2.05	42,825	1.75	1,284	2.26	14,164	2.94	35,693	1.56
Iowa.....	778,000	1.74	37,452	1.53	1,121	1.97	10,636	2.21	32,108	1.40
Missouri.....	1,178,100	2.63	72,604	2.98	2,348	4.14	13,387	2.78	77,834	3.40
North Dakota.....	158,250	.35	7,734	.32	253	.44	2,725	.57	7,282	.32
South Dakota.....	182,175	.41	9,466	.39	480	.85	2,912	.60	8,387	.37
Nebraska.....	393,575	.88	19,991	.82	657	1.16	5,890	1.22	19,915	.87
Kansas.....	617,375	1.38	23,354	.96	815	1.44	4,271	.89	22,745	.99
West North Central.....	4,827,350	9.44	213,426	8.75	6,958	12.26	53,985	11.21	203,964	8.91
Delaware.....	103,050	.23	6,578	.27	136	.24	1,151	.24	6,502	.28
Maryland.....	674,500	1.51	33,667	1.38	820	1.44	3,399	.71	32,254	1.41
District of Columbia.....	162,500	.36	26,980	1.11	961	1.69	6,288	1.31	34,210	1.50
Virginia.....	857,650	1.92	39,375	1.61	406	.72	2,494	.52	37,364	1.63
West Virginia.....	493,150	1.10	26,190	1.07	391	.69	4,983	1.03	25,226	1.10
North Carolina.....	1,141,500	2.55	51,295	2.10	319	.56	2,441	.50	47,581	2.08
South Carolina.....	542,700	1.21	22,886	.94	84	.15	960	.20	22,535	.98
Georgia.....	900,275	2.01	55,376	2.27	782	1.38	3,357	.70	49,664	2.17
Florida.....	1,035,750	2.31	58,372	2.39	450	.79	4,466	.93	69,872	3.05
South Atlantic.....	5,911,075	13.20	320,719	13.14	4,349	7.66	29,539	6.14	325,208	14.20
Kentucky.....	724,125	1.61	30,635	1.26	362	.64	3,397	.71	33,498	1.46
Tennessee.....	887,500	1.98	55,517	2.27	374	.66	4,400	.91	49,164	2.15
Alabama.....	746,700	1.67	36,376	1.49	148	.26	1,801	.37	34,497	1.51
Mississippi.....	473,625	1.06	20,386	.84	82	.14	839	.17	23,211	1.01
East South Central.....	2,831,950	6.32	142,914	5.86	966	1.70	10,437	2.16	140,370	6.13
Arkansas.....	470,000	1.05	19,239	.79	172	.30	718	.15	23,724	1.04
Louisiana.....	722,575	1.61	46,942	1.92	600	1.06	3,412	.71	39,282	1.72
Oklahoma.....	645,025	1.44	25,407	1.04	714	1.26	2,336	.48	32,546	1.42
Texas.....	2,245,275	5.01	142,697	5.85	2,476	4.36	10,923	2.27	116,819	5.10
West South Central.....	4,082,875	9.11	224,285	9.60	3,962	6.98	17,389	3.61	212,371	9.28
Montana.....	174,500	.39	7,971	.33	319	.56	2,280	.47	6,744	.29
Idaho.....	182,425	.41	7,566	.31	279	.49	1,988	.41	5,123	.22
Wyoming.....	85,000	.19	3,348	.14	502	.89	903	.19	3,036	.13
Colorado.....	416,800	.93	23,563	.96	942	1.66	3,566	.74	21,391	.93
New Mexico.....	174,650	.39	9,949	.41	306	.54	896	.19	7,294	.32
Arizona.....	219,825	.49	14,815	.61	252	.44	622	.13	13,073	.57
Utah.....	200,000	.44	10,725	.44	103	.18	2,222	.46	8,193	.36
Nevada.....	57,675	.13	5,533	.23	125	.22	634	.13	4,269	.19
Mountain.....	1,510,875	3.37	83,470	3.43	2,828	4.98	13,111	2.72	69,123	3.01
Washington.....	766,375	1.71	45,382	1.86	1,364	2.40	24,176	5.02	26,223	1.14
Oregon.....	482,125	1.08	25,251	1.04	741	1.31	12,865	2.67	17,374	.76
California.....	3,795,000	8.47	232,605	9.53	4,425	7.80	38,012	7.89	187,021	8.17
Pacific.....	5,043,500	11.26	303,238	12.43	6,530	11.51	75,053	15.58	230,618	10.07
UNITED STATES.....	44,787,475	100%	2,439,923	100%	56,751	100%	481,670	100%	2,289,781	100%

Prepared by Market Analysis Department of Electrical Merchandising, on Basis of Figures Compiled by Edison Electric Institute, the National Electrical Manufacturers Association, the American Home Laundry Manufacturers Association,

IS DIVIDED

Appliance, Radio and Television Shipments by States, in Units and Percentages, Compared with Number of Electric Customers

Freezer Shipments*		Range Shipments*		Water Heater Shipments*		Television Shipments		Radio Shipments		STATE
First 9 Months 1954	% of U. S. Total	First 9 Months 1954	% of U. S. Total	First 9 Months 1954	% of U. S. Total	First 8 Months 1954	% of U. S. Total	First 8 Months 1954	% of U. S. Total	
1,239	.37	5,752	.72	2,419	.80	51,102	1.48	14,441	.47 Maine
607	.18	3,597	.45	1,262	.42	17,058	.49	8,178	.27 New Hampshire
502	.15	1,605	.20	597	.20	9,525	.28	5,178	.17 Vermont
3,354	.99	28,888	3.61	6,933	2.31	97,068	2.81	119,857	3.92 Massachusetts
517	.15	8,322	1.04	1,180	.39	10,904	.32	16,339	.53 Rhode Island
2,830	.84	16,707	2.08	4,617	1.53	48,495	1.40	56,099	1.84 Connecticut
9,049	2.68	64,871	8.10	17,008	5.65	234,152	6.78	220,092	7.20 New England
17,653	5.22	47,988	5.99	15,089	5.02	333,226	9.65	530,274	17.36 New York
5,573	1.65	15,352	1.91	4,979	1.65	101,321	2.93	149,205	4.88 New Jersey
18,778	5.55	53,255	6.65	20,104	6.68	216,210	6.26	213,348	6.99 Pennsylvania
42,004	12.42	116,595	14.55	40,172	13.35	650,757	18.84	892,827	29.23 Middle Atlantic
22,805	6.74	48,399	6.04	18,255	6.07	169,813	4.92	184,696	6.05 Ohio
12,359	3.65	24,433	3.05	13,047	4.34	102,233	2.96	55,985	1.83 Indiana
16,184	4.79	25,901	3.23	10,692	3.55	215,607	6.24	211,875	6.93 Illinois
11,984	3.54	40,399	5.04	13,015	4.32	136,893	3.96	139,280	4.56 Michigan
7,979	2.36	19,205	2.40	10,502	3.49	85,786	2.48	62,565	2.05 Wisconsin
71,311	21.08	158,337	19.76	65,511	21.77	710,332	20.56	654,401	21.42 East North Central
8,457	2.50	12,303	1.54	7,183	2.39	60,173	1.74	45,726	1.50 Minnesota
9,691	2.86	11,060	1.38	8,125	2.70	76,805	2.22	34,047	1.11 Iowa
13,318	3.94	17,463	2.18	6,998	2.33	98,875	2.86	71,500	2.34 Missouri
3,227	.95	4,855	.60	2,221	.74	11,991	.35	9,315	.31 North Dakota
3,912	1.16	4,087	.51	2,644	.88	10,131	.29	9,989	.33 South Dakota
7,294	2.16	7,985	1.00	2,838	.94	33,642	.98	18,908	.62 Nebraska
5,792	1.71	7,453	.93	883	.29	52,403	1.52	23,741	.78 Kansas
51,691	15.28	65,206	8.14	30,892	10.27	344,020	9.96	213,226	6.99 West North Central
759	.22	3,351	.42	870	.29	7,289	.21	6,542	.21 Delaware
3,881	1.15	8,230	1.03	4,111	1.37	41,405	1.20	52,616	1.72 Maryland
4,435	1.31	8,119	1.01	1,732	.57	22,440	.65	29,941	.98 District of Columbia
6,802	2.01	20,545	2.56	9,539	3.17	59,095	1.71	47,011	1.54 Virginia
4,955	1.46	11,323	1.41	3,406	1.13	39,248	1.14	19,638	.64 West Virginia
11,763	3.48	39,543	4.94	22,518	7.48	87,340	2.53	52,637	1.72 North Carolina
4,325	1.28	17,702	2.21	9,004	2.99	44,235	1.28	23,436	.77 South Carolina
10,425	3.08	25,546	3.19	9,484	3.15	87,756	2.54	51,029	1.67 Georgia
8,965	2.65	39,080	4.88	20,812	6.92	102,181	2.96	67,971	2.23 Florida
56,310	16.64	173,439	21.65	81,476	27.07	490,989	14.22	350,821	11.48 South Atlantic
7,002	2.07	13,266	1.65	4,193	1.39	38,801	1.12	34,983	1.15 Kentucky
9,611	2.84	34,899	4.36	7,857	2.61	75,108	2.18	43,566	1.43 Tennessee
7,127	2.11	18,331	2.29	5,251	1.75	54,544	1.58	34,388	1.13 Alabama
6,856	2.03	5,911	.74	925	.31	31,915	.92	20,011	.65 Mississippi
30,596	9.05	72,407	9.04	18,226	6.06	200,368	5.80	132,948	4.36 East South Central
5,849	1.73	3,136	.39	747	.25	50,602	1.47	19,227	.63 Arkansas
9,916	2.93	3,821	.48	1,193	.40	74,421	2.15	40,575	1.33 Louisiana
5,539	1.64	4,652	.58	440	.14	49,356	1.43	25,217	.83 Oklahoma
21,747	6.43	21,530	2.69	4,555	1.51	192,878	5.58	133,202	4.36 Texas
43,051	12.73	33,139	4.14	6,935	2.30	367,257	10.63	218,221	7.15 West South Central
2,389	.71	5,045	.63	1,169	.39	13,680	.40	9,286	.30 Montana
1,661	.49	5,825	.73	2,595	.86	21,840	.63	6,226	.20 Idaho
923	.27	1,460	.18	191	.06	4,151	.12	3,821	.13 Wyoming
4,344	1.28	7,332	.92	1,937	.64	27,737	.80	19,638	.64 Colorado
2,098	.62	2,645	.33	460	.15	12,217	.35	8,426	.28 New Mexico
913	.27	1,711	.21	472	.16	16,166	.47	14,759	.48 Arizona
1,613	.48	7,096	.89	2,457	.82	12,058	.35	9,568	.31 Utah
455	.13	3,148	.39	1,910	.64	3,557	.10	3,097	.10 Nevada
14,396	4.25	34,262	4.28	11,191	3.72	111,406	3.22	74,821	2.44 Mountain
4,980	1.47	30,689	3.83	14,303	4.75	58,347	1.69	45,184	1.48 Washington
5,100	1.51	19,141	2.39	6,106	2.03	38,782	1.12	19,349	.63 Oregon
9,762	2.89	33,017	4.12	9,112	3.03	247,933	7.18	232,882	7.62 California
19,842	5.87	82,847	10.34	29,521	9.81	345,062	9.99	297,415	9.73 Pacific
338,250	100%	801,103	100%	300,932	100%	3,454,343	100%	3,054,772	100% UNITED STATES

and Radio-Electronics-Television Manufacturers Association. * The state sales figures represent the volume of only those manufacturers reporting on a state basis. They do not represent industry, nor even full association figures.

Domestic and Farm Electric Customers

STATE	Total Residential and Rural Electric Customers January 1, 1955	Urban Electric Customers January 1, 1955	Rural Non-Farm Electric Customers January 1, 1955	Farm Electric Customers January 1, 1955
Maine.....	286,750	145,228	114,572	26,950
New Hampshire.....	183,925	95,305	75,370	13,250
Vermont.....	113,850	41,182	54,368	18,300
Massachusetts.....	1,448,125	1,197,383	229,942	20,800
Rhode Island.....	243,975	202,332	39,143	2,500
Connecticut.....	660,950	508,407	136,943	15,600
New England.....	2,937,575	2,189,837	650,338	97,400
New York.....	4,405,525	3,753,701	532,324	119,500
New Jersey.....	1,570,250	1,336,560	209,490	24,200
Pennsylvania.....	2,929,800	2,126,944	662,856	140,000
Middle Atlantic.....	8,905,575	7,217,205	1,404,670	283,700
Ohio.....	2,466,700	1,794,603	475,897	196,200
Indiana.....	1,246,200	780,698	302,702	162,800
Illinois.....	2,530,750	1,995,022	347,928	187,800
Michigan.....	2,023,050	1,421,980	447,570	153,500
Wisconsin.....	1,070,000	638,600	267,600	163,800
East North Central.....	9,336,700	6,630,903	1,841,697	864,100
Minnesota.....	919,875	518,653	224,722	176,500
Iowa.....	778,000	385,541	193,959	198,500
Missouri.....	1,178,100	756,086	203,414	218,600
North Dakota.....	158,250	45,594	55,256	57,400
South Dakota.....	182,175	66,753	53,522	61,900
Nebraska.....	393,575	191,004	98,571	104,000
Kansas.....	617,375	339,678	153,897	123,800
West North Central.....	4,227,350	2,302,309	983,341	940,700
Delaware.....	103,050	66,663	29,407	6,980
Maryland.....	674,500	663,898	138,202	34,900
District of Columbia.....	162,500			
Virginia.....	857,650	467,800	243,250	146,600
West Virginia.....	493,150	204,800	216,080	72,270
North Carolina.....	1,141,500	466,852	391,648	283,000
South Carolina.....	542,700	248,655	169,745	124,300
Georgia.....	900,275	471,324	239,251	189,700
Florida.....	1,035,750	743,661	242,889	49,200
South Atlantic.....	5,911,075	3,333,653	1,670,472	906,950
Kentucky.....	724,125	322,065	197,060	205,000
Tennessee.....	887,500	452,951	209,549	225,000
Alabama.....	746,700	380,703	178,497	187,500
Mississippi.....	473,625	168,179	111,746	193,700
East South Central.....	2,831,950	1,323,898	696,852	811,200
Arkansas.....	470,000	192,706	120,994	156,300
Louisiana.....	722,575	449,137	157,068	116,370
Oklahoma.....	645,025	376,046	148,279	120,700
Texas.....	2,245,275	1,505,571	438,104	301,600
West South Central.....	4,083,875	2,523,460	864,445	694,970
Montana.....	174,500	83,564	59,696	31,240
Idaho.....	182,425	85,599	57,376	39,450
Wyoming.....	85,000	48,392	25,108	11,500
Colorado.....	416,800	273,368	99,932	43,500
New Mexico.....	174,650	110,529	46,361	17,760
Arizona.....	219,825	140,990	69,035	9,800
Utah.....	200,000	132,009	44,191	23,800
Nevada.....	57,675	35,121	20,354	2,200
Mountain.....	1,510,875	909,572	422,053	179,250
Washington.....	766,375	504,021	193,104	69,250
Oregon.....	482,125	273,879	149,296	58,950
California.....	3,795,000	3,149,852	513,618	131,530
Pacific.....	5,043,500	3,927,752	856,018	259,730
TOTAL UNITED STATES..	44,787,475	30,359,589	9,389,886	5,038,000

Totals estimated by Edison Electric Institute on basis of 8 mos. 1954 customer data. Farm figures, estimated by ELECTRICAL MERCHANDISING on basis of REA data as of June 30, 1954. The urban customers and rural non-farm customers follow ratios established in 1950 Housing Census. This term "Domestic Electric Customers" and this tabulation, issued periodically, is presented in preference to the Census figures on Occupied Dwelling Units Using Electricity because it maintains a continued yearly base for state as well as national market computation. These figures are used throughout all ELECTRICAL MERCHANDISING calculations on saturation.

Exports of Appliances, Radio and Television



	Refrigerators	Freezers	Ranges	Washing Machines	
				Automatic	Wringer-Spinner
1954 Units { 7 mos. Dollars)	199,472 \$32,510,300	21,494 \$4,670,668	13,893 \$1,807,246	20,320 \$3,352,577	24,672 \$2,163,552
1953 Units..... Dollars.....	363,411 \$59,998,677	40,193 \$8,971,394	22,005 \$3,012,739	25,060 \$4,131,676	55,327 \$4,622,977
1952 Units..... Dollars.....	373,626 \$60,810,193	21,776 \$4,921,315	15,383 \$2,159,530	34,816 \$5,013,178	25,842 \$2,341,359
1951 Units..... Dollars.....	343,622 \$55,005,023	33,734 \$5,635,234	13,208 \$1,859,652	27,230 \$2,585,510	35,210 \$5,007,182
1950 Units..... Dollars.....	199,558 \$29,736,971	5,841 \$769,360	25,548 \$2,212,596	27,034 \$3,799,508
1949 Units..... Dollars.....	166,242 \$26,814,489	6,496 \$978,796	27,092 \$2,279,458	29,795 \$3,709,464
1948 Units..... Dollars.....	271,353 \$41,469,892	13,469 \$1,955,840	← 70,594 → ← \$7,308,072 →
1947 Units..... Dollars.....	273,624 \$39,628,246	15,508 \$1,767,755	← 118,821 → ← \$10,984,534 →
1946 Units..... Dollars.....	102,798 \$11,639,487	4,663 \$451,263	← 30,304 → ← \$2,052,329 →
1941 Units..... Dollars.....	126,471 \$10,281,136	11,770 \$551,304	← 20,540 → ← \$929,110 →
1940 Units..... Dollars.....	102,082 \$8,073,763	7,302 \$402,500	← 29,657 → ← \$1,196,947 →
1939 Units..... Dollars.....	124,031 \$9,534,978	6,636 \$379,180	← 55,239 → ← \$2,148,199 →
1938 Units..... Dollars.....	141,008 \$10,767,512	6,210 \$350,410	← 66,207 → ← \$2,629,207 →
Total Units..... Dollars.....	2,787,298 \$396,270,667	117,197 \$24,198,611	142,384 \$16,445,575	← 749,308 → ← \$68,467,435 →
	Vacuum Cleaners	Sewing Machines	Clocks	Irons	Radio & Television
1954 Units { 7 mos. Dollars)	28,484 \$1,038,251	22,278 \$1,466,231	106,950 \$557,803	101,148 \$651,150	227,396 \$13,347,685
1953 Units..... Dollars.....	55,689 \$2,207,613	41,978 \$2,419,678	217,088 \$1,106,109	155,242 \$933,641	512,549 \$33,482,880
1952 Units..... Dollars.....	26,273 \$1,160,722	57,300 \$3,438,284	174,818 \$868,130	158,475 \$888,413	514,492 \$27,005,616
1951 Units..... Dollars.....	18,089 \$688,752	93,183 \$6,185,333	241,544 \$960,612	206,725 \$1,154,835	304,968 \$22,897,066
1950 Units..... Dollars.....	19,966 \$691,900	50,829 \$2,844,209	315,303 \$1,094,432	241,471 \$1,095,984	422,958 \$15,830,662
1949 Units..... Dollars.....	27,841 \$841,610	47,016 \$2,945,234	259,840 \$899,328	243,727 \$1,027,889	523,898 \$17,075,828
1948 Units..... Dollars.....	51,511 \$2,161,647	58,902 \$3,854,363	192,831 \$791,928	354,964 \$1,580,783	710,490 \$28,132,276
1947 Units..... Dollars.....	74,221 \$2,799,209	86,999 \$5,971,388	410,673 \$1,623,013	563,947 \$2,927,886	1,520,818 \$53,537,043
1946 Units..... Dollars.....	14,124 \$488,745	38,565 \$2,117,089	140,134 \$495,134	286,454 \$1,331,820	832,377 \$23,232,973
1941 Units..... Dollars.....	13,368 \$338,241	170,443 \$5,110,917	117,046 \$272,417	205,258 \$332,203	648,425 \$13,487,434
1940 Units..... Dollars.....	9,964 \$205,484	103,482 \$2,975,850	86,686 \$248,920	162,587 \$249,982	558,398 \$10,157,423
1939 Units..... Dollars.....	20,739 \$383,976	102,282 \$2,599,527	98,538 \$221,071	164,705 \$280,211	551,846 \$10,448,017
1938 Units..... Dollars.....	29,776 \$558,662	88,782 \$2,423,286	138,866 \$283,692	175,061 \$319,200	449,163 \$10,553,547
Total Units..... Dollars.....	390,045 \$13,564,812	962,039 \$44,351,389	2,500,317 \$9,422,589	3,019,764 \$12,773,997	7,777,778 \$279,188,450

In 1954 homes which already owned these appliances bought...



70% of the refrigerators



53% of the ranges



67% of the washers

You're Selling in a Replacement Market

Our ninth annual Replacement and Trade-In Survey proves that most of the bread-and-butter appliances are deeply involved in a replacement and trade-in market and that some of the newer items are headed fast in the same direction—both of which will result in a change of emphasis in selling and distribution

How the Replacement Market Has Grown
(Figures in Percentages of total retail volume)

	1954		1953		1952		1951	
	Replacements	Trade-ins	Replacements	Trade-ins	Replacements	Trade-ins	Replacements	Trade-ins
Freezers	9.0	5.5	15.7	4.2	7.0	3.2	10.2	4.3
Refrigerators	69.9	49.0	74.6	47.0	73.4	59.3	72.8	37.4
Ranges	53.3	40.8	44.1	27.8	44.2	30.0	35.0	22.2
Washers	67.0	49.0	71.6	54.5	73.0	62.3	66.3	47.0
Ironers	6.9	2.6	12.8	2.2	13.2	2.0	9.7	3.3
Vacuum Cleaners	58.9	32.7	72.1	26.7	69.4	30.0	67.6	38.0
Water Heaters	49.3	10.2	37.2	6.0	18.9	7.9	20.5	5.2
Television	40.3	22.7	26.1	17.6	35.5	12.3	12.3	10.0
Radio	—	—	—	—	—	—	83.0	14.6
Dishwashers	5.0	1.2	—	—	—	—	—	—
Room Air Cond'rs.	2.0	.5	—	—	—	—	—	—
Dryers, Clothes	12.9	3.1	—	—	—	—	—	—

JUST how importantly the replacement market figures in dealer sales of bread-and-butter items is indicated in the drawings at the top of this page. It's been that important now, with minor variations, for three years—1952 through 1954. But it's been only recently that all levels of the industry have shown any signs of retooling their distribution and production procedures to meet the conditions it imposes.

First and most obvious among those conditions is the fact that when you sell in a replacement market you have to take trade-ins. This, of course, dealers have been doing, as the figures in EM's ninth annual Replacement and Trade-In Survey amply indicate. Second, you have to sell on a basis that will permit you to take trade-ins. This dealers have been trying to do, but low margins, overproduction, too many dealers, and widespread price cutting have been hindering obstacles.

Now that the industry appears, at long last, to be shaking off enough of the post-war boom hangover to be able to study ways to bring production into realistic balance with demand, at least one of these hindrances may shrink. And this is important, because too much production is the father of discounting and over-franchising.

The third condition imposed by a replacement market is that you have to have a product to sell that will make the prospect want to replace his old unit, whatever it may be. Here again, a post-war boom philoso-

phy has been a hampering factor. So long as the public was hungry for any new product there was no great need to make radical improvements. Now there is. Now that over three-fourths of the nation's wired homes own post-war refrigerators, it's going to take more than new door handles to convince these owners that they ought to replace their still functioning boxes. Here, too, the industry is beginning to make promising motions that include built-in ranges, combination washers-dryers, "upside down" refrigerator-freezers, wall-hung refrigerators, and highly mobile vacuum cleaners.

Out of Change, More Change

Behind these new products and eventual changes in distribution lies the change in the type of the market.

To blueprint the change, this publication surveyed 2,000 dealers (exclusive of utilities) across the nation on their sales, replacements and trade-ins. Answers were received from 380, or 19 percent. To build a foundation for later questions, dealers were first asked what products they sold. Approximately 90 percent are selling washers and refrigerators, 78 percent television, only 40 percent ironers and dishwashers. The exact number and percent of dealers selling each of a variety of appliances are given in Table I, the implication of which is, of course, that those products sold in the greatest quantity are sold by the most dealers. This is further borne out by Table II, which shows

the total number of each type of unit sold and the average sale per dealer during the first eight months of the year. Leaders, as might be expected, are refrigerators, with 42 units per dealer, TV, with 60 units, washers, with 38, and ranges, with eight. Down at the bottom are water heaters (eight units per dealer), freezers (seven), dishwashers (five), and ironers (four).

Although Table 2 indicates that the old stand-bys are the biggest sellers, with the exception of TV, some of the newer appliances already sell in substantial quantity—which means that it won't be long before they, too, have to sell in a replacement market. Air conditioners, for example, sold at a rate of 17 units per dealer. Dryers sold at a rate of 10 per dealer. And TV, of course, topped the list with 60 per dealer.

How Many "New" Sales?

Table 3 shows the extent of the replacement market. Outstanding are refrigerators, where only 30 percent went into new homes in 1954, while almost 70 percent were sold as replacements. Here, if anywhere, is the heart of the distribution nut that the industry must crack. Here is the dealer's biggest bread-and-butter item in white goods—and seven out of every ten sales are replacement sales. Just about as important replacement-wise are washers; only 33 percent go to homes without previous ownership while 67 percent sell as replacements. Washers, however, have one distinct advantage over refrigerators: automatic washers are replacing wringer washers. No such marked product difference exists in food preservation equipment.

New as it is, TV is already deep in a replacement market with 40 percent of sales going to homes which already own television. TV, like the vacuum cleaner and the air conditioner, however, can figure on some multiple sales. People can use more than one. However, as color comes into the mass market you can expect a rapid acceleration of replacement TV sales.

The figure on vacuum cleaner replacements is lower than previously quoted in EM surveys, 58.9 percent as compared with 72.1 in 1953, 69.4 in 1952, and 67.6 in 1951 (See How the Replacement Market Has Grown, on opposite page). Part of the explanation for this may lie in the fact that different dealers report to us each year, part may be explained as a result of intensive advertising and promotion by cleaner makers, a higher standard of living and better incomes which may be bringing many new owners into the market.

How Many Trade-Ins?

Replacements are important in themselves, but do not necessarily reflect the volume of trade-in activity. If a customer replaces an old appliance he does not always trade it in. Sometimes he sells it privately. Sometimes even he realizes it isn't worth a trade and so throws it away. Sometimes he takes it to a summer home or puts it to some secondary use. And

sometimes the dealer just won't accept it at any price.

Market conditions also affect the proportion of trade-ins to replacements. In a short-supply, big-demand market, for example, replacement business might be quite heavy, trade-in sales quite light. That's why Table 4 shows the percent of trade-in sales to total sales. Trade-ins were involved in 49 percent of both refrigerator and washer sales in 1954—which represents an increase for refrigerators from 47 percent the previous year, but a decline for washers from 54.5 percent in 1953. Ranges were third in trade-ins with 40.8 percent of sales, followed by cleaners with 32.7 and television with 22.7. Water heaters had a high replacement factor, 49.3 percent, but a relatively low trade-in percentage, 10.2. The answer here can be found in the fact that by the time a water heater is replaced it is rarely worth a trade-in. And even among those that are traded a very high percentage, as shown by Table 5, must be junked.

Trade-in figures depend in large measure on the willingness of dealers to accept trades. For example, the fact that replacements figure in nearly 59 percent of cleaner sales while only 32.7 percent involve a trade depends in some measure on the fact that only 51.5 percent of 272 dealers selling cleaners will take trades. Contrast this with refrigerators, where 49 percent of sales involve trades and 79.9 percent of 338 dealers accept them. Here are the figures on the number and percent of surveyed dealers who will take trades:

	Number of Dealers		
	Selling Appliances	Handling Trade-Ins	Percent Handling
Refrigerators	338	270	79.9%
Freezers	294	45	15.3
Room Conditioners	234	11	4.7
Ranges	330	238	72.1
Water Heaters	257	67	26.1
Washers	337	260	77.2
Ironers	149	11	7.4
Dryers	284	31	10.9
Vacuum Cleaners	272	140	51.5
Dishwashers	154	7	4.5
Television	298	163	54.7

What Happens to Trades?

Once a dealer accepts a trade-in, what does he do with it? As usual, we asked, and discovered, as you might expect, that where they can dealers resell it as-is. On refrigerators, for example, 264 dealers who together sold 11,641 new refrigerators and accepted in trade 6,623 old boxes junked 27.4 percent of these old units, rebuilt and resold 25.8 percent, resold as-is 32.2 percent, and still have 14.5 percent on hand.

Washers present a different problem. Almost 36 percent of these trade-ins were junked, 27.5 percent were rebuilt and resold, 21.8 percent were sold as-is, and 14.9 percent were still on hand.

Table 5 is worth some study, because it can be useful to a dealer in projecting what will happen to trade-

(Continued on page 294)

TABLE 1 Who Sells What?

Product	Number of Dirs. Selling	% of 380 Dealers
Refrigerators	340	89.5
Freezers	295	77.6
Room Air Conditioners	235	61.8
Ranges	332	87.4
Water Heaters	257	67.6
Washers	343	90.3
Ironers	149	39.2
Electric & Gas Dryers	284	74.7
Vacuum Cleaners	272	71.6
Dishwashers	154	40.5
Television	298	78.4

TABLE 2 Number Sold

Product	No. Dirs. Reporting	Total Units Sold, Jan.-Aug. 1954	Average Units Sold, per Dealer
Refrigerators	338	14,332	42
Freezers	294	2,159	7
Room Air Conditioners	234	3,986	17
Ranges	330	7,914	24
Water Heaters	257	2,215	8
Washers	342	13,109	38
Ironers	149	651	4
Electric & Gas Dryers	284	2,874	10
Vacuum Cleaners	272	3,862	14
Dishwashers	154	811	5
Television	298	17,922	60

(All products listed above are electric, except where otherwise indicated.)

TABLE 3 Replacement Sales

Number Dealers Reporting	Total Units Sold	NEW Sales (to homes without)	REPLACEMENT Sales (to homes with)
285 Refrigerators	12,713	3,824 (30.1%)	8,880 (69.9%)
253 Freezers	1,946	1,770 (91.0%)	176 (9.0%)
203 Room Air Cond'rs.	3,601	3,530 (98.0%)	71 (2.0%)
295 Ranges	7,289	3,404 (46.7%)	3,885 (53.3%)
233 Water Heaters	2,027	1,027 (50.7%)	1,000 (49.3%)
302 Washers	11,948	3,940 (33.0%)	8,008 (67.0%)
128 Ironers	568	529 (93.1%)	30 (6.9%)
251 Clothes Dryers	2,580	2,247 (87.1%)	333 (12.9%)
252 Vacuum Cleaners	3,585	1,473 (41.1%)	2,112 (58.9%)
142 Dishwashers	759	721 (95.0%)	38 (5.0%)
260 Television	15,740	9,400 (59.7%)	6,340 (40.3%)

(Figures are for first eight months, 1954.)

TABLE 4 Trade-In Volume

Number Dealers Reporting	Total Units Sold	Number Trade-Ins Accepted	% Trade-Ins to Unit Sales
338 Refrigerators	14,332	7,025	49.0%
294 Freezers	2,159	118	5.5
234 Room Air Conditioners	3,986	20	.5
328 Ranges	7,828	3,226	40.8
257 Water Heaters	2,215	225	10.2
337 Washers	12,728	6,243	49.0
149 Ironers	651	17	2.6
284 Dryers	2,874	89	3.1
272 Vacuum Cleaners	3,862	1,261	32.7
154 Dishwashers	811	10	1.2
296 Television	17,823	4,051	22.7

TABLE 5 How Dealers Got Rid of Trade-Ins

No. Dealers Handling Trade-Ins	Units Sold	Number of Trade-Ins Accepted	Junked	Disposition of Trade-Ins Rebuilt & Resold	Resold As-Is	On Hand
264 Refrigerators	11,641	6,623	1,818 (27.4%)	1,711 (25.8%)	2,135 (32.2%)	959 (14.5%)
44 Freezers	579	100	9 (9.0%)	30 (30.0%)	41 (41.0%)	20 (20.0%)
10 Room Air Conditioners	312	19	1 (5.3%)	9 (47.4%)	4 (21.0%)	5 (26.3%)
230 Ranges	6,326	3,129	836 (26.7%)	688 (22.0%)	1,251 (40.0%)	354 (11.3%)
64 Water Heaters	729	217	123 (56.7%)	10 (4.6%)	56 (25.8%)	28 (12.9%)
249 Washers	10,343	6,062	2,171 (35.8%)	1,664 (27.5%)	1,324 (21.8%)	903 (14.9%)
11 Ironers	65	17	3 (17.7%)	5 (29.4%)	4 (23.5%)	5 (29.4%)
30 Dryers	638	82	13 (15.9%)	20 (24.4%)	28 (34.1%)	21 (25.6%)
138 Vacuum Cleaners	2,691	1,243	671 (54.0%)	283 (22.8%)	162 (13.0%)	127 (10.2%)
7 Dishwashers	103	10	3 (30.0%)	1 (10.0%)	— (60.0%)	6
157 Television	12,173	3,876	378 (9.7%)	2,431 (62.7%)	619 (16.0%)	448 (11.6%)

TABLE 1	1953 Revised		1954 Estimated		1955 Estimated	
	Quantity (000)	\$Value (000)	Quantity (000)	\$Value (000)	Quantity (000)	\$Value (000)
Fluorescent	84,665	121,000	86,200	128,000	90,000	148,000
Large Incandescent	976,461	264,000	955,000	275,000	975,000	325,000
Photo	485,670	83,200	460,000	76,200	500,000	80,000
Miniature (Incl. "L")	427,363	120,800	380,000	112,000	380,000	112,000
Christmas	218,000	23,000	278,000	28,800	295,000	31,000
Total	2,192,159	612,000	2,159,200	620,000	2,240,000	696,000

Although More Home-use Bulbs Were Sold in '54 . . .

The Lighting Industry

Although total lamp bulb sales declined in 1954, the fluorescent tubes used in homes continued to gain—and so did the residential use of lighting. But present volume is only a "dim glow" compared to what the industry would like to do

By N. BLEECKER GREEN

DURING the past year manufacturers shipped some 2.16 billion bulbs for an estimated retail value of \$620 million (Table I). Unit volume is slightly below that of last year (2.19 billion for 1953), but the dollar volume is up.

Breaking it down, it is interesting to note that two of the categories are up from the corresponding year. Fluorescent lamps show a rise from 84.6 million in 1953 to 86.2 million in 1954. In the residential market, the use of fluorescent lamps has risen to 34.2 percent of the total wired homes, almost three times the 1946 level. But while there are many more fluorescent lamps in use today the average number per home has not increased. The use of fluorescents in the home still has a long way to go.

The other figure which shows a jump (Table I) is that of Christmas lamps, which have grown from 218 million in 1953 to 278 million units shipped in 1954. (Peak shipments were 436 million units in 1948, filling the unsatisfied demand left over from the war shutdown of 1942-1945.) It

is estimated that consumers had 1.2 billion lamps on their Christmas trees this past Yule season of 1954, up 50 percent from the 800 million figure of 1947. Outdoor type lamps jumped 66 percent from 1947 to 1954, while indoor types rose some 48 percent in the same period.

But the estimate for the coming year of 1955 may push the manufacturers' shipments far past the previous high of 1953. A total of 2.24 billion units is forecast by the industry for the year ahead and the dollar volume may hit an all time high of approximately \$700 million.

To understand the future of lighting and the prospects ahead, one must consider the past. Unit shipments from lamp manufacturers have risen steadily year by year, growing from what the industry once thought of as "good" to what they now consider "normal." The industry passed the two billion mark for the first time in 1950 in unit shipments; topped the \$500 million retail value for the first time in 1951. Unit shipments from manufacturers rose to an alltime high

of 2.2 billion in 1953. And the estimated dollar volume at retail is pegged around \$620 million for this year of 1954; might reach \$700 million for the first time in history in 1955.

The efficiency of lighting itself has risen. Today's fluorescent lamps have achieved an efficiency of 69 lumens per watt. A new eight foot fluorescent lamp has been introduced that will consume 100 watts instead of the conventional 75 watts and produce light at the same efficiency. A one third increase in one step. Incandescent lamps have reached 16 lumens per watt for the popular 100 watt size and 35 lumens for certain photoflood lamps. A long way from the theoretical maximum efficiency for the production of white light of 220 lumens per watt, but a good distance from the first lamp which achieved 1.4 lumens per watt.

Great steps have been made in the color of lamps, especially in the fluorescent field, as shown by the popular growth of the deluxe lamps. Increased uses for lighting, other than for light sources alone, has been brought out by the germicidal lamps, the sun lamps and the infra red lamps.

New products or different applications of lighting have constantly upgraded the picture. Allen Gaetjens, market research manager of General Electric's lamp division, said recently that new products developed since the end of the war, account for thirty percent of G-E's lamp business.

The photoflash segment of the industry, while only a small part of the total picture, also illustrates the gain. In 1944 the industry moved 33.5 million flash bulbs. In 1953 this rose to 485 million and the estimate for the coming year of 1955 puts it over 500

million for the first time in history.

Further evidence of the progress made is well illustrated in the fact that the total connected wattage in homes has gone from 985 watts in 1950 to the present figure of 1240 watts, a 26 percent increase in only four years. In this same residential field, the number of sockets has risen from 17.5 to 21.1 or an increase of 20.5 percent.

But despite these long strides and the gradual growth of the lighting industry, it is the look ahead that is breath taking. Lighting's potential, particularly with reference to the residential field, has a potential that will make past lighting efforts seem like a mere flicker.

What Is This Potential?

One of the best ways to illustrate this growth and potential is to compare it with the growth of the country and then project it in regards to lighting. In 1937 it was estimated that the population of the United States would be 141 million by 1950. Actually it hit 152 million at that date and has now gone over the 160 million mark. The accepted estimate for 1960 is around 175 million. The growth of population and new households alone can make lighting volume mount into sizable figures.

Another yardstick which helps set the scene for the future is the light conditioning program set up by General Electric's lamp division. Setting certain minimum standards for the average five-room, 100 square foot home, the basic level was pegged at 5,000 watts of connected lighting load. This contrasts with the present 1240 watts found in the average home (Continued on page 296)

Average Number All Homes							
TABLE 2	1947	1949	1950	1951	1952	1953	1954
Lamp Sockets	18.0	17.5	17.5	18.6	19.5	20.2	21.1
Live Lamps in Sockets	15.3	15.2	15.3	16.0	17.0	17.5	18.4
Lamps in Reserve	1.3	1.0	1.2	1.1	1.0	1.0	0.9
Empty Sockets	2.2	1.8	1.8	2.2	2.1	2.3	2.3
Burned Out Lamps in Sockets	0.5	0.5	0.4	0.4	0.4	0.4	0.4
Burned Out Lamps and or Empty Sockets...	2.7	2.3	2.2	2.6	2.5	2.7	2.7

... And People Are Using More Light

Plans to Do Even Better

This is what would happen to bulb and equipment sales if we light conditioned one house in every 20 every year for the next ten years

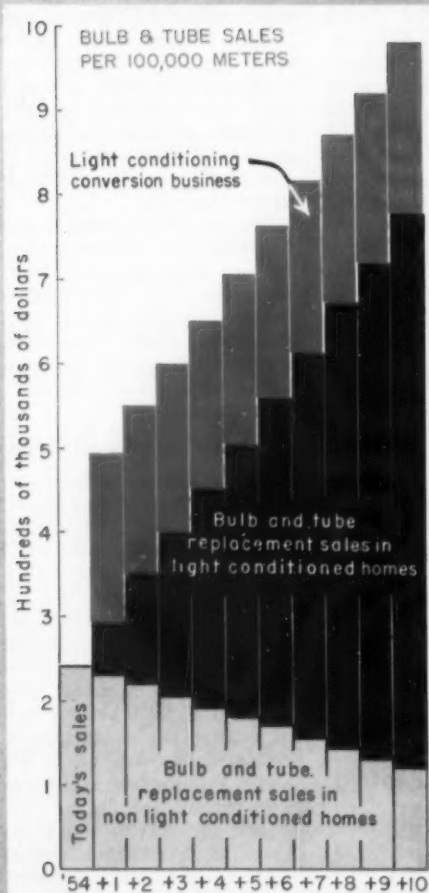


TABLE 3

The light conditioned home, as planned by G-E, has 5,000 connected watts for lighting as compared with 1,240 watts that is today's average.

If, says G-E, you brought one house out of every 20 up to this standard in 1955 every year for 10 years, bulb and tube replacement sales to these newly light conditioned homes would total \$65,000 per 100,000 total homes. In the second year this would jump to \$130,000, and so on.

In the same first year sales of lamps and bulbs for light conditioning these homes would total \$200,000 and would remain constant each year of the ten year program. Meanwhile, replacement sales to non light conditioned homes would decline as these homes became fewer in number.

The chart on the right shows that, since under the "one-in-20" formula a constant number of houses would be rewired each year, portable lamp and fixture sales would be constant each year, but lamp bulb sales would grow gradually. Rewiring one house out of every 20 would mean that out of every 100,000 homes (the base used in the chart) 5,000 would be rewired for a volume of over \$500,000.

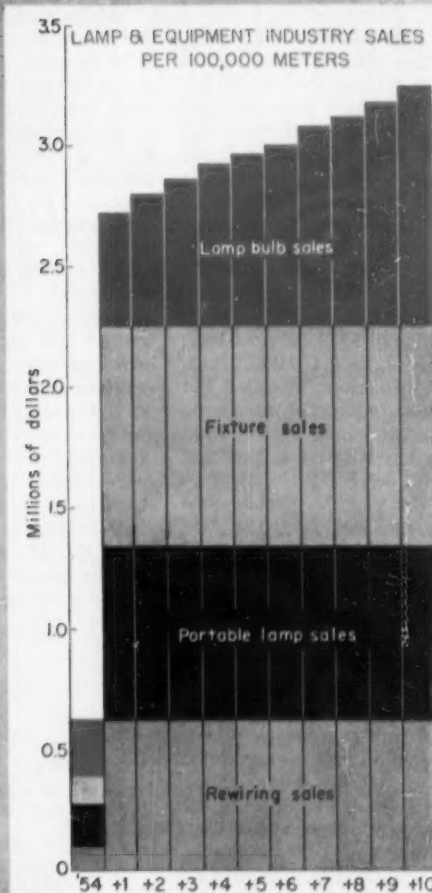
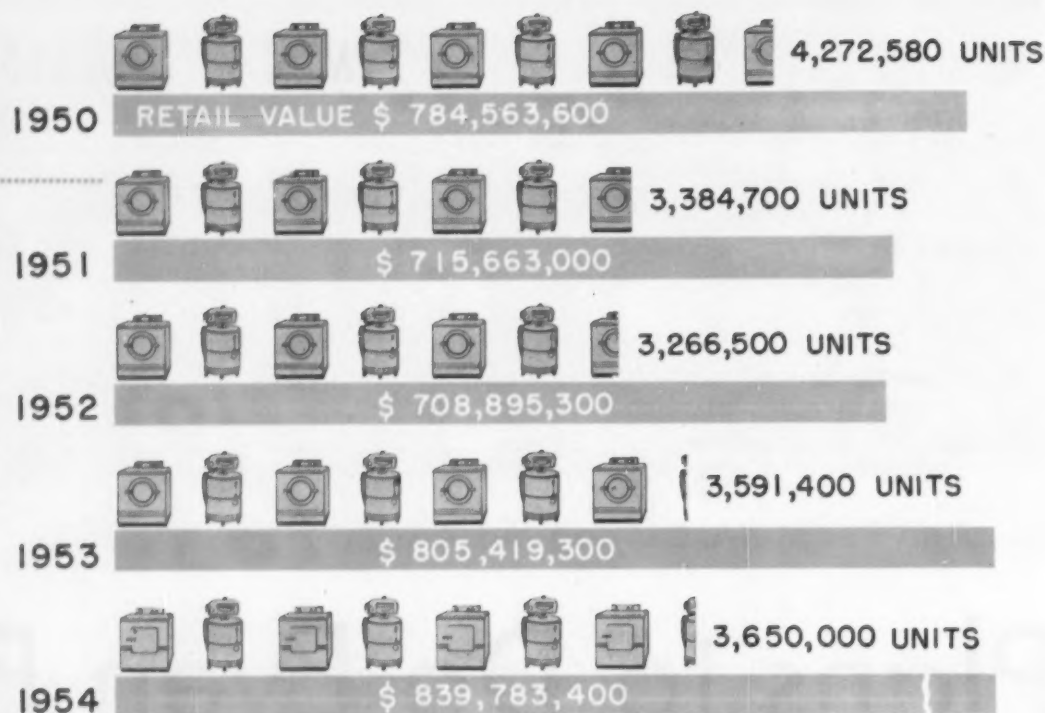


TABLE 4

Washing Machines

A total of 3,650,000 units shipped in 1954 for a dollar volume of \$839,783,400, a 2 percent gain over '53 . . . Automatics sell twice as many units as conventionals



THE washing machine industry demonstrated once again in 1954 its inherent stability and continuing public acceptance for its products.

After a slow start in the early months of the year when sales were running at an average of about 10 per cent behind 1953, they began to build up in the second half of the year and ended finally nearly 2 percent ahead of 1953. A total of 3,650,000 units were shipped by manufacturers at an average price of \$230.08 at retail, for a total dollar volume of \$839,783,400, or an increase of 4.27 percent over the previous year. The revised final figure for 1953 sales was 3,592,200 units at an average price of \$224.21, for a total dollar volume of \$805,419,300. Business in 1954, therefore, exceeded the previous three years and was only passed by the two record years of 1948 and 1950, when sales hit around the 4,200,000 unit level.

Sparking the progress of the washing machine industry, of course, was the automatic, which sold 2,420,000 units at an average price of \$271.50 for a total dollar volume of \$657,030,000. Automatic business, therefore, was up 16.9 percent in units and 13.8 percent in dollar volume. Sales of conventional wringer and spinner machines again declined in 1954. A total of 1,230,000 units of conventional washers were sold at an average price of \$148.50 for a total dollar volume of \$182,753,400. The conventional washer business, therefore, was off 19.2 percent in units and 19.9 percent in dollars. The automatic washer first passed the conventional washer in sales in 1952 and has continued to increase its share of the business in both 1953 and 1954. As will be noted, nearly

twice the number of automatics were sold in '54 as conventional units.

Saturation

While washing machine sales are holding firmly at about the 3½ million level annually, they continue to face the increasing barrier of high saturation. Sales for 1954 pushed ownership of washing machines nationally to a figure of 36,418,000 or 81.3 percent of the 44,787,000 domestic electric customers. This figure, however, is still considerably below the 92.4 percent ownership of electric refrigerators, which are still selling at a 3½ million annual clip.

It may be noted, however, that while washers are moving steadily into a growing replacement market, the dramatic appeal of the automatic models is providing a stimulus for the customers to switch from their older conventional machines. The present indications would seem to point out that this trend will continue which means that washer business in the years ahead should continue to sell in impressive quantities.

This growing dependence on the

growing replacement for washing machines is highlighted in ELECTRICAL MERCHANDISING's annual trade-in and replacement survey, based on figures obtained from 380 dealers from all parts of the country. The survey shows that of these 380 dealers, 343, or 90.3 percent, were selling washing machines—a figure very close to the 89.5 percent of dealers handling refrigerators. We asked these dealers how many washers they had sold during the first eight months of 1954 and 342 dealers reported sales of 13,109 units for that period, or an average of 38 washers per dealer. This, too, was close to the 42 average units of refrigerators sold. The survey further showed the percentage of new versus replacement sales during the eight months period and, of the 302 dealers reporting figures on washer units sold, they showed 33 percent going to homes not already owning a washer and 67 percent as replacement sales. In other words, two thirds of all sales today are replacements. A corollary statistic established in the survey is the number of sales involving trade-ins. A total of 337 dealers gave us figures on this

item which showed that out of 12,728 units sold, 6,243 machines were accepted in trade, or 49 percent. The difference between the total replacement volume of 67 percent and the 49 percent of trade-ins to total sales is accounted for by the fact that many machines were sold privately, given away, or were in such poor shape that they were not worthy of trade-in. It is interesting to note, too, that 77.2 percent of the reporting dealers accepted washer trade-ins.

We asked the reporting dealers what disposition they made of the washer trade-ins once accepted. The largest percentage (35.8 percent) were junked, dealers said; 27.5 percent of the machines were repaired and re-sold; 21.8 percent were re-sold "as is"; and 14.9 percent were still on hand in the dealers' premises.

Seasonal and Geographical Factors

A fairly accurate estimate of the seasonal variations of washing machine sales is provided by figures both by manufacturers shipments and by the retailers sales by months. Using a four years averages, we find that manufacturers shipped 26.49 percent of washer production in the first quarter, while dealers sold 23.33 percent in the same quarters; manufacturers shipments amounted to 23.70 percent in the second quarter, while dealers sold 24.11 percent in that quarter; in the third quarter, manufacturers shipments were 23.98 percent and dealers sold 27.88 percent; the final quarter of the year showed manufacturers shipment to be 25.83 percent, with dealers selling 24.68 percent. It should be obvious from the foregoing figures, that there is little seasonal variation in washer

(Continued on page 300)

TWO YEARS STATISTICAL SUMMARY

Washing Machines	
1954	1953
2,420,000. AUTOMATIC & SEMI-AUTO. Units Sold.	2,070,800
\$271.50 Average Retail Price	\$278.83
\$657,030,000. Retail Value	\$577,401,100
1,230,000. . . WRINGER & SPINNER Units Sold.	1,521,440
\$148.50 Average Retail Price	\$149.87
\$182,753,400. Retail Value	\$228,018,200
(Jan. 1955)	(Jan. 1954)
36,418,000. Homes Owning Electric Washers.	34,194,200
8,369,000. Homes Without.	9,385,800

WASHING MACHINE SALES by states, 1947-1953

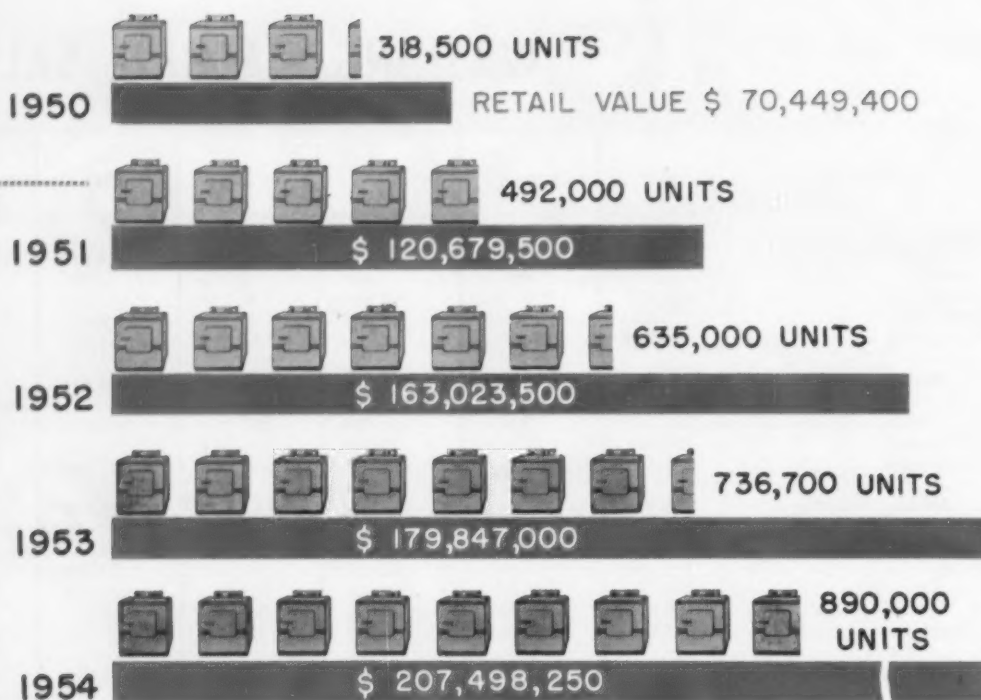
STATE	1947	1948	1949*	1950	1951*	1952	1953	TOTAL SEVEN YEARS	%
Maine.....	24,574	23,331	13,085	17,797	14,286	13,785	14,398	121,256	.48
New Hampshire.....	9,170	7,211	7,912	11,864	8,970	9,617	9,833	64,577	.26
Vermont.....	10,270	9,333	4,869	6,356	4,651	4,809	5,268	45,556	.18
Massachusetts.....	123,973	115,382	94,637	135,172	114,619	109,638	121,508	814,929	3.23
Rhode Island.....	20,540	19,513	16,432	25,000	19,934	19,235	20,368	141,022	.56
Connecticut.....	50,983	54,722	39,863	58,052	53,157	44,561	49,868	351,206	1.39
New England.....	239,510	229,492	176,798	254,241	215,617	201,645	221,243	1,538,546	6.10
New York.....	337,441	330,028	230,964	387,717	342,197	270,890	311,848	2,211,085	8.76
New Jersey.....	107,468	87,809	89,768	141,527	116,945	99,059	108,515	751,091	2.98
Pennsylvania.....	275,455	339,360	253,178	336,446	277,080	227,612	274,623	1,983,754	7.86
Middle Atlantic.....	720,364	757,197	573,910	865,690	736,222	597,561	694,986	4,945,930	19.60
Ohio.....	240,244	268,094	177,407	258,902	219,604	195,233	228,969	1,588,453	6.30
Indiana.....	102,700	113,262	84,900	111,442	87,709	83,030	102,545	685,588	2.72
Illinois.....	242,077	246,460	156,106	225,851	179,072	170,228	203,684	1,423,478	5.64
Michigan.....	169,821	180,285	129,023	185,172	153,823	135,605	168,918	1,122,647	4.45
Wisconsin.....	93,163	86,961	60,251	82,628	67,110	60,910	68,831	519,854	2.06
East North Central....	848,005	895,062	607,687	863,995	707,318	645,006	772,947	5,340,020	21.17
Minnesota.....	86,194	88,658	51,731	67,374	58,472	50,011	59,349	461,789	1.83
Iowa.....	78,125	76,780	55,991	70,764	54,486	46,164	51,975	434,285	1.72
Missouri.....	129,841	159,075	95,550	126,697	97,676	89,442	97,628	795,909	3.16
North Dakota.....	15,038	18,241	12,172	13,560	11,960	11,220	12,291	94,482	.37
South Dakota.....	17,606	19,513	13,998	15,254	13,621	12,503	12,994	105,489	.42
Nebraska.....	41,080	44,541	27,995	39,407	30,233	25,646	29,499	238,401	.95
Kansas.....	50,616	51,328	31,039	44,916	33,223	32,699	31,957	275,778	1.09
West North Central...	418,500	458,136	288,476	377,972	299,671	267,685	295,693	2,406,133	9.54
Delaware.....	6,602	6,787	6,999	9,746	7,973	8,014	9,131	55,252	.22
Maryland.....	42,914	58,116	36,516	58,475	43,190	44,240	44,951	328,402	1.30
District of Columbia.....	35,578	36,481	32,560	51,272	39,868	39,752	37,927	273,438	1.08
Virginia.....	55,018	78,901	49,297	61,331	47,841	56,102	55,135	403,625	1.60
West Virginia.....	42,914	76,780	45,341	61,553	47,509	42,637	43,195	359,929	1.43
North Carolina.....	60,519	107,747	82,161	90,679	65,782	78,542	76,557	561,987	2.23
South Carolina.....	22,007	25,876	31,951	39,831	28,572	32,699	32,309	213,245	.84
Georgia.....	63,454	97,142	72,423	89,832	59,801	78,222	73,045	533,919	2.12
Florida.....	49,882	70,841	61,469	76,696	56,147	73,733	79,016	467,784	1.85
South Atlantic.....	378,888	558,671	418,717	539,415	396,683	453,941	451,266	3,197,581	12.67
Kentucky.....	46,948	82,295	50,514	57,628	39,203	45,522	47,760	369,870	1.47
Tennessee.....	86,928	134,471	83,682	97,459	62,459	73,733	80,069	618,801	2.45
Alabama.....	38,880	59,388	50,210	64,831	44,851	53,537	52,326	364,023	1.44
Mississippi.....	21,273	25,876	30,430	37,289	28,240	33,982	32,660	209,750	.83
East South Central....	194,029	302,030	214,836	257,207	174,753	206,774	212,815	1,562,444	6.19
Arkansas.....	25,675	42,420	37,429	41,102	29,236	31,417	28,445	235,724	.93
Louisiana.....	57,952	81,447	64,816	82,205	54,154	64,116	65,671	470,361	1.86
Oklahoma.....	49,516	52,601	30,430	44,492	27,243	32,379	32,660	269,321	1.07
Texas.....	156,983	225,250	167,061	238,139	154,819	188,501	196,661	1,327,414	5.26
West South Central...	290,126	401,718	299,736	405,938	265,452	316,413	323,437	2,302,820	9.12
Montana.....	16,872	16,544	11,260	14,831	12,625	12,182	12,291	96,605	.38
Idaho.....	11,737	13,150	12,780	17,373	11,296	12,182	11,238	89,756	.36
Wyoming.....	5,135	5,515	4,869	7,203	5,648	4,809	5,268	38,447	.15
Colorado.....	35,211	55,994	27,995	45,340	31,894	27,891	30,201	254,526	1.01
New Mexico.....	9,536	7,636	10,042	15,254	10,964	12,182	13,345	78,959	.31
Arizona.....	16,139	16,968	14,606	22,458	16,611	20,196	20,720	127,698	.51
Utah.....	20,540	25,452	16,128	24,577	17,940	17,952	16,857	139,446	.55
Nevada.....	4,402	4,242	6,086	8,051	6,312	6,412	7,023	42,528	.17
Mountain.....	119,572	145,501	103,766	155,087	113,290	113,806	116,943	867,965	3.44
Washington.....	70,789	64,903	55,991	78,815	62,127	55,781	60,403	448,809	1.78
Oregon.....	45,848	72,538	37,125	53,390	40,864	38,470	38,630	326,865	1.30
California.....	342,210	356,752	265,958	385,599	310,303	308,718	323,437	2,292,977	9.09
Pacific.....	458,847	494,193	359,074	517,804	413,294	402,969	422,470	3,068,651	12.17
UNITED STATES.....	3,667,841	4,242,000	3,043,000	4,237,349	3,322,300	3,205,800	3,511,800	25,230,090	100%

* Revised

(Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by American Home Laundry Manufacturers' Assn. Members Based on Their Own Shipments)

Clothes Dryers

Sales jump ahead to 890,000 units with a retail value of \$207.5 million and the industry foresees continued gains in 1955; gas units show bigger advances in 1954 than do electric models



THE inherent vitality of the dryer market became more and more apparent during 1954. On January 1, 1954, most manufacturers were agreed that 1954 output would match, or exceed only slightly, the record-breaking 1953 total of 736,700 units. Instead, the industry managed to turn out 890,000 units.

This achievement was scored in the face of declining totals registered by other appliance lines. While dryers are now in their rapid growth stage and might have been expected to resist any significant decline, the sale of almost 160,000 units more than the best previous year is a significant accomplishment. The 1954 gain itself is more than the total sales registered in any single year prior to 1950.

Both electric and gas units enjoyed the stepped up business in 1954 but percentagewise the gain made by gas dryers was much more impressive. In 1953, 168,200 gas units were sold (virtually the same as in 1952); during the past year the gas total shot upward to 234,500, a gain of almost 39 percent over 1953. Sales of electric units went from 568,500 to 655,500 units, a gain of better than 14 percent. This improved gas performance represents considerable change from the 1953 picture when electric totals advanced sharply and gas unit sales increased less than 8,000 units over 1952.

Shooting for a Million

If the industry can maintain its 1954 rate of improvement during the coming year sales could go over the million mark. Most firms aren't being that optimistic and the consensus of guesses is that 1955 totals will be

in the neighborhood of 935,000 units. That's a five percent gain; a gain of only 12 percent is all that is needed to push the totals beyond the million mark.

A significant trend in the industry during the year was the lower price level. In 1953 the electric units averaged \$236 and the gas \$270. Both figures fell in 1954, the electric price reduction being somewhat more pronounced. Average prices last year were \$223 for electric units and \$261.50 for gas. This produced a volume of \$146.2 million for electric and \$61.3 million for gas or an overall industry volume of \$207.5 million. This, too, is an all-time record, the previous high being 1953 when sales totaled 179.8 million. The gain of \$28 million in dollar volume in a single year was considerably more than the total industry dollar volume in any year prior to 1949.

Saturation Climbs

The heavy sales in 1954 produced a corresponding change in the saturation figure for dryers. Whereas only 2.1 million homes owned a dryer last

year, approximately 2.97 million now own the appliance and the saturation figure has jumped from 5.0 percent to 6.6 percent.

When They Sell

For the fourth year ELECTRICAL MERCHANDISING has plotted monthly sales of dryers at retail and the 1953 figures (the latest full year available at this writing) correspond quite closely to the 1952 statistics as reported in last year's market study. In 1952 about two-thirds of sales were made in the final six months of the year. For 1953 this figure has fallen slightly; only about 60 percent of 1953 sales were made from July onward. The winter months provided the heaviest sales totals with 11.29, 12.12 and 14.25 percent being registered in October, November and December. June showed the lowest monthly total—only 5.5 percent of the annual volume. Comparing 1953 figures to those for 1952, slight gains were registered in March, April, May, June, July and August. These gains largely explain the slightly smaller share of the business which is done

in the second half of the year.

Where They Sell

On the facing page dryer shipments by states for the seven post war years are shown as well as the seven-year average of the total market for each state and region. This year's figures (based on the seven years from 1946 through 1953) show little marked change from those printed last January. The East North Central region, which last year accounted for the biggest share of the market, has added to that total and for the seven year period the five states making up this region have absorbed 36.38 percent of all dryers shipped. Second ranking region is the Middle Atlantic (18 percent) with the Pacific and West North Central in the next two spots. In 1953, as in previous years, Ohio accounted for the largest single state's share of the market. Over 86% units, accounting for almost 12 percent of the year's production, were shipped into the Buckeye state during 1953. Michigan ranked second with 73,300 units.

These ratings are, of course, largely dependent on the number of consumers in a given state or region. A somewhat different idea of how the market is divided is available by checking the results of ELECTRICAL MERCHANDISING's annual survey among utilities. This study provides data on "sales per 1000 customers" and on this basis the Pacific region places first, with East North Central, the West North Central and the Mountain regions following in that order. Some adjustment of these figures may be in order since they represent

(Continued on page 306)

TWO YEARS STATISTICAL SUMMARY

Clothes Dryers, Electric and Gas

1954		1953
655,500	Electric Units Sold	568,500
\$223	Average Retail Price	\$236
\$146,176,500	Retail Value	\$134,342,200
234,500	Gas Units Sold	168,200
\$261	Average Retail Price	\$270
\$61,321,750	Retail Value	\$45,504,800
(Jan. 1955)		(Jan. 1954)
2,967,000	Homes Owning	2,225,000
41,820,000	Homes Without	41,355,000

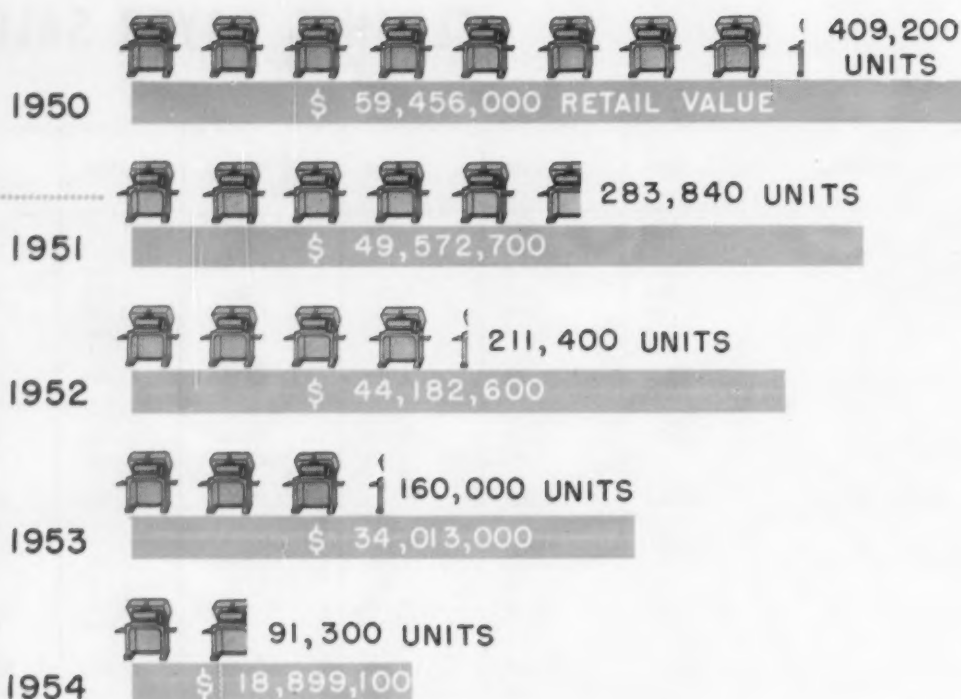
CLOTHES DRYER SALES by states, 1947-1953

STATE	1947	1948	1949	1950	1951	1952	1953	TOTAL SEVEN YEARS	%
Maine.....	229	385	338	1,232	1,250	1,259	1,601	6,294	.26
New Hampshire.....	141	206	154	740	914	1,070	1,237	4,462	.19
Vermont.....	122	161	113	277	288	504	582	2,047	.09
Massachusetts.....	1,885	1,611	1,281	5,823	8,947	10,955	14,267	44,769	1.87
Rhode Island.....	295	268	492	1,479	2,405	2,330	2,184	9,453	.39
Connecticut.....	1,266	1,110	1,117	3,266	5,580	8,311	8,371	29,021	1.21
New England.....	3,938	3,741	3,495	12,817	19,384	24,429	28,242	96,046	4.01
New York.....	5,109	7,259	5,033	20,181	34,391	42,309	50,443	164,725	6.87
New Jersey.....	2,040	1,172	2,214	7,548	11,929	13,788	15,286	53,977	2.25
Pennsylvania.....	4,516	7,769	8,538	28,068	45,984	56,349	61,508	212,732	8.88
Middle Atlantic.....	11,665	16,200	15,785	55,797	92,304	112,446	127,237	431,434	18.00
Ohio.....	3,661	6,211	10,772	32,874	62,193	83,233	86,693	285,637	11.92
Indiana.....	1,925	3,947	4,889	13,094	20,731	31,921	39,015	115,522	4.82
Illinois.....	4,727	5,406	7,411	25,110	40,452	49,424	59,542	192,072	8.02
Michigan.....	3,708	9,138	7,729	20,181	38,336	48,038	73,300	200,430	8.36
Wisconsin.....	2,742	2,775	3,526	9,582	16,258	20,084	23,074	78,041	3.26
East North Central....	16,763	27,477	34,327	100,841	177,970	232,700	281,624	871,702	36.38
Minnesota.....	1,853	3,007	3,977	9,952	14,093	17,944	21,837	72,663	3.03
Iowa.....	961	1,745	2,788	7,302	10,967	17,188	17,761	58,712	2.45
Missouri.....	1,586	2,399	3,598	9,890	14,911	17,755	20,818	70,957	2.96
North Dakota.....	227	448	1,056	2,311	3,608	7,052	5,241	19,943	.83
South Dakota.....	189	456	881	2,341	2,838	5,540	5,459	17,704	.74
Nebraska.....	510	1,164	1,794	4,683	5,868	9,318	10,118	33,455	1.40
Kansas.....	691	1,011	1,240	3,297	3,463	5,540	6,333	21,575	.90
West North Central...	6,017	10,230	15,334	39,776	55,748	80,337	87,567	295,009	12.31
Delaware.....	105	206	205	832	1,299	1,511	1,674	5,832	.24
Maryland.....	630	582	523	2,126	3,463	4,344	4,367	16,035	.67
District of Columbia.....	572	698	1,712	4,344	6,253	6,611	7,134	27,324	1.14
Virginia.....	612	814	451	1,448	1,876	3,211	3,567	11,979	.50
West Virginia.....	421	779	1,148	3,358	4,088	6,422	8,007	24,223	1.01
North Carolina.....	680	868	892	1,664	2,020	2,896	3,421	12,441	.52
South Carolina.....	394	438	338	739	866	1,007	1,092	4,874	.20
Georgia.....	1,069	680	840	2,403	2,694	3,274	4,440	15,400	.64
Florida.....	639	967	656	1,787	2,116	3,778	5,532	15,475	.65
South Atlantic.....	5,122	6,032	6,765	18,701	24,675	33,054	39,234	133,583	5.57
Kentucky.....	539	850	584	2,064	2,934	3,967	5,314	16,252	.68
Tennessee.....	976	904	1,220	3,451	3,463	4,470	5,896	20,380	.85
Alabama.....	542	949	605	1,510	1,732	2,140	2,912	10,390	.43
Mississippi.....	428	644	338	801	962	945	1,383	5,501	.23
East South Central....	2,485	3,347	2,747	7,826	9,091	11,522	15,505	52,523	2.19
Arkansas.....	356	528	451	924	1,010	1,196	1,310	5,775	.24
Louisiana.....	702	1,495	984	2,989	3,511	3,841	4,950	18,472	.77
Oklahoma.....	411	1,020	472	1,294	1,780	2,267	2,839	10,083	.42
Texas.....	2,141	3,177	2,398	5,977	7,071	8,688	13,830	43,282	1.81
West South Central...	3,610	6,220	4,305	11,184	13,372	15,992	22,929	77,612	3.24
Montana.....	207	474	656	2,187	2,597	4,218	3,931	14,270	.59
Idaho.....	235	788	1,005	2,557	2,838	4,596	3,712	15,731	.66
Wyoming.....	94	188	297	709	914	1,448	1,529	5,179	.22
Colorado.....	455	797	707	1,664	2,261	3,400	4,003	13,287	.55
New Mexico.....	128	170	92	216	289	441	801	2,137	.09
Arizona.....	130	224	133	246	433	756	1,092	3,014	.13
Utah.....	284	447	882	2,280	2,982	4,596	4,367	15,838	.66
Nevada.....	80	116	164	401	577	881	946	3,165	.13
Mountain.....	1,613	2,204	3,936	10,260	12,891	20,336	20,381	72,621	3.03
Washington.....	1,698	3,866	5,207	17,377	23,521	26,317	29,407	107,393	4.48
Oregon.....	926	3,213	4,244	11,954	16,594	20,336	20,017	77,284	3.23
California.....	3,949	5,970	6,355	21,567	35,450	52,131	55,757	181,179	7.56
Pacific.....	6,573	13,049	15,806	50,898	75,565	98,784	105,181	365,856	15.27
UNITED STATES.....	57,786	89,500	102,500	308,100	481,000	629,600	727,900	2,396,386	100%

(Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by American Home Laundry Manufacturers' Assn. Members Based on Their Own Shipments)

Ironers

Lack of specialty selling joins other factors in pushing sales down 43 percent to a post-war low of 91,300 units and a dollar volume of \$18,899,000



HOME ironer sales declined again in 1954 for the fourth straight year—and not only declined but fell a thumping 43 percent.

Total industry sales of 91,300 units and a dollar volume of \$18,899,000 were a sad return for an industry which as recently as 1947 merchandised nearly 600,000 units and rolled up an impressive dollar volume of \$75.8-million. The best year since was the war-panic period of 1950, when the ironer went into some 409,200 homes. But every year after 1950 sales progressively declined—283,840 in 1951, 211,400 in 1952, and 160,000 in 1953.

By early 1954 this sliding volume was producing some fireworks. Several of the 20 companies then in the ironer business began to drop the appliance from their lines and one of them, Fred Maytag II, president of the Maytag Co., exploded some already overheated nerves with the comment that, "The ironer market has no future."

Two-Way Problem

Unhappily received though it was, Mr. Maytag's comment was echoed in the actions of the companies which decided to leave the ironer business to those who were willing and able to specialize in it and to be content with a volume something less than astronomical.

But the companies who were staying with the ironer had some tough questions to answer: (1) why had sales declined? (2) what could be done about it?

If there was any one answer to question number one it could most likely be found in the words of W. R. Dabney, Ironrite's president, who said,

"The big decline is due to the lack of specialty selling anywhere."

The demise of specialty selling, particularly on an appliance so sensitive to the quality of consumer education as the ironer, may well be the biggest reason. But it isn't likely that one reason is enough. Among the others which have had least some destructive effect can be counted the growing use of synthetic fabrics, which don't require much ironing, changed living habits, particularly among younger families, and the effect of a growing use of clothes dryers—which don't wrinkle clothes as much as line drying.

Although defenders of the ironer are quick to point out that while the miracle fabrics are often on the tongue they are not so frequent in the average home, it is true that their use is spreading and they are likely to become more of an obstacle than less. At this stage in their development, says one ironer maker, basing his comment on an as yet unreleased survey, miracle fabrics play a very small part in the decline of ironer sales.

Who's for Work?

"Women today are so d— lazy they don't want to do anything around the house, let alone iron some

clothes," is the bitter and interesting comment of one husband, but it's probably not a sociologically valid explanation of any change in living habits. However, there is less stress on formality in dress today; there is less emphasis on the "starched" look. And, as the shelter magazines have hundreds of times proclaimed, there is a growing interest in more leisure. There are many thousands of young families, otherwise good citizens and respectable neighbors, who don't bother to iron sheets, pajamas, pillowcases, children's playclothes, etc. Moreover, with the general rise in the population's economic level, not so many housewives have to bend themselves so frequently over either an ironing board or an ironing machine.

In rebuttal, one ironing manufacturer says that the change in living habits may have resulted in less ironing among the upper economic classes, but the middle and lower groups, the biggest ironer buyers anyway, still have just as much ironing to do as ever.

Fluff Dried, Not Ironed

The clothes dryer is one ironer sales deterrent which ironer manufacturers grudgingly admit. Certain materials do come out of the dryer in a condi-

tion which permits folding and storage or use without ironing. But even dryers, both electric and gas, are still being used in only 6.6 percent of the nation's homes—which leaves a lot of ironer prospects.

The growth of steam iron sales, sometimes offered as a reason for the decline in ironers, has nothing to do with it, claims the industry. One manufacturer, discussing the survey mentioned above, says that their research shows that women use steam irons mostly on their own dresses and things that would ordinarily go to the dry cleaners, that they do not use them for ironing the general family wash. "The steam iron," he says, "is a special purpose tool that will not, for example, do a satisfactory job on either cottons or linens." As for steam in an ironing machine as a possible counter agent to the steam iron, no manufacturer has yet introduced one for home use.

Despite all of these factors in the ironer's decline, all of which probably had some effect, the biggest may be a combination one: the ironer's own inherent characteristic—that successful use requires a certain amount of operational know-how—and the moribund state of specialty selling, which means that consumers don't get either a demonstration or a chance to learn how to use one. Proof of this, if any is needed, can be found in the fact that at one time in 1954, according to one maker, the only ironers being sold were being sold by discount houses—which would just about take care of the pre-sold prospects, but certainly would not develop any new ones.

As he puts it, the tragedy of the (Continued on page 308)

TWO YEARS STATISTICAL SUMMARY

Ironing Machines	
1954	1953
91,300.....	Units Sold.....160,000
\$207.....	Average Retail Price.....\$213
\$18,899,100.....	Retail Value.....\$34,013,000
(Jan. 1955)	(Jan. 1954)
4,144,000.....	Homes Owning.....4,061,000
40,643,000.....	Homes Without.....39,519,000

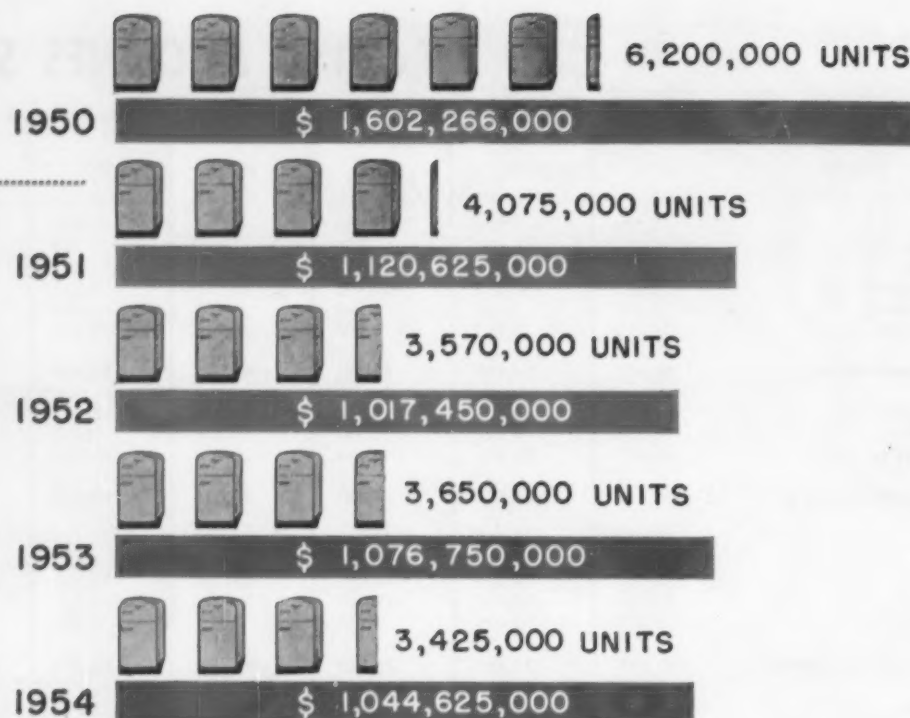
IRONING MACHINES SALES by States 1947-1953

STATE	1947	1948	1949	1950	1951	1952	1953	TOTAL SEVEN YEARS	%
Maine.....	3,379	2,270	1,031	1,397	846	580	511	10,014	.42
New Hampshire.....	1,600	662	583	1,038	573	373	294	5,123	.21
Vermont.....	771	710	491	559	382	186	186	3,285	.13
Massachusetts.....	14,345	12,203	10,192	14,212	8,873	5,136	3,083	68,044	2.83
Rhode Island.....	3,142	2,129	1,289	2,595	1,884	870	573	12,482	.52
Connecticut.....	34,915	6,527	3,806	6,746	5,351	2,713	1,812	61,870	2.57
New England.....	58,152	24,501	17,392	26,547	17,909	9,858	6,459	160,818	6.68
New York.....	43,688	38,739	24,130	36,846	26,372	17,541	13,631	200,947	8.35
New Jersey.....	15,353	7,331	6,784	11,976	9,910	7,103	4,942	63,399	2.63
Pennsylvania.....	46,415	38,455	23,118	32,814	23,560	17,956	13,724	196,042	8.15
Middle Atlantic.....	105,456	84,525	54,032	81,636	59,842	42,600	32,297	460,388	19.13
Ohio.....	59,634	35,759	23,915	28,822	20,912	18,887	14,561	202,490	8.41
Indiana.....	19,206	13,149	8,350	10,659	7,426	5,799	4,554	69,143	2.87
Illinois.....	38,531	29,421	20,998	25,229	17,144	13,689	9,743	154,755	6.43
Michigan.....	37,345	32,826	19,709	24,990	22,031	21,953	21,097	179,951	7.48
Wisconsin.....	12,923	10,406	5,955	7,305	4,859	2,796	2,835	47,079	1.96
East North Central....	167,639	121,561	78,927	97,005	72,372	63,124	52,790	653,418	27.15
Minnesota.....	12,271	11,872	8,012	7,665	5,897	5,240	3,811	54,768	2.28
Iowa.....	13,634	8,183	6,692	7,984	5,569	3,583	3,175	48,820	2.03
Missouri.....	16,124	13,906	9,302	13,932	8,927	6,503	5,158	73,852	3.07
North Dakota.....	2,134	2,696	1,781	1,517	1,501	1,325	697	11,651	.48
South Dakota.....	1,719	2,791	1,719	1,836	1,338	1,098	759	11,260	.47
Nebraska.....	6,343	5,061	3,684	4,591	3,085	2,568	1,936	27,268	1.13
Kansas.....	5,453	5,298	3,561	4,870	3,467	2,423	1,657	26,729	1.11
West North Central...	57,678	49,807	34,751	42,395	29,784	22,740	17,193	254,348	10.57
Delaware.....	830	757	460	798	792	766	542	4,945	.20
Maryland.....	5,394	4,446	3,499	4,511	3,986	3,852	2,401	28,089	1.17
District of Columbia.....	4,624	4,068	4,205	5,190	4,559	3,272	1,487	27,405	1.14
Virginia.....	5,809	4,493	2,517	2,994	1,829	1,761	1,286	20,689	.86
West Virginia.....	7,232	6,291	3,438	4,950	2,976	2,009	1,286	28,182	1.17
North Carolina.....	5,987	5,723	3,100	3,553	1,938	1,470	1,022	22,793	.95
South Carolina.....	2,430	2,176	1,166	1,158	737	352	217	8,236	.34
Georgia.....	6,876	6,480	3,714	4,231	2,211	2,009	2,014	27,535	1.14
Florida.....	7,529	5,440	3,315	5,150	3,167	1,988	1,348	27,937	1.16
South Atlantic.....	46,711	39,874	25,414	32,535	22,195	17,479	11,603	195,811	8.13
Kentucky.....	5,335	4,541	2,241	2,555	1,829	1,387	1,100	18,988	.79
Tennessee.....	9,129	7,048	3,315	4,511	2,566	1,885	1,131	29,585	1.23
Alabama.....	3,794	3,453	1,536	2,196	1,092	518	356	12,945	.54
Mississippi.....	2,608	1,892	1,596	1,357	847	559	341	9,200	.38
East South Central....	20,866	16,934	8,688	10,619	6,334	4,349	2,928	70,718	2.94
Arkansas.....	3,320	2,176	1,657	2,116	1,119	642	418	11,448	.47
Louisiana.....	5,394	5,818	3,192	3,992	2,320	1,325	852	22,893	.95
Oklahoma.....	5,632	5,818	3,562	5,030	3,167	2,320	1,611	27,140	1.13
Texas.....	18,376	21,710	14,336	19,361	9,364	7,746	5,344	96,237	4.00
West South Central...	32,722	35,522	22,747	30,499	15,970	12,033	8,225	157,718	6.55
Montana.....	1,897	3,264	2,149	2,236	1,611	1,222	991	13,370	.56
Idaho.....	1,126	1,987	2,087	2,036	983	828	573	9,620	.40
Wyoming.....	533	757	736	878	628	331	341	4,204	.17
Colorado.....	4,446	6,385	3,162	5,110	3,085	2,216	1,890	26,294	1.09
New Mexico.....	1,245	1,088	1,442	1,796	1,092	808	650	8,121	.34
Arizona.....	1,778	2,270	1,229	2,156	1,310	911	449	10,103	.42
Utah.....	2,905	4,872	2,670	3,832	2,239	2,216	1,255	19,989	.83
Nevada.....	1,719	1,088	583	958	409	311	186	5,254	.22
Mountain.....	15,649	21,711	14,058	19,002	11,357	8,843	6,335	96,955	4.03
Washington.....	14,049	14,142	7,890	9,940	5,160	3,645	2,835	57,661	2.40
Oregon.....	8,773	12,109	4,819	6,866	4,231	2,609	1,828	41,235	1.71
California.....	65,088	52,314	38,282	42,156	27,846	19,820	12,407	257,913	10.71
Pacific.....	87,910	78,565	50,991	58,962	37,237	26,074	17,070	356,809	14.82
UNITED STATES.....	592,783	473,000	307,000	399,200	273,000	207,100	154,900	2,406,983	100%

(Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Shipment Figures Reported by American Home Laundry Manufacturers' Assn. Members Based on Their Own Shipments.)

Refrigerators

Higher average prices limit drop in dollar volume to only three percent while unit sales fall six percent. Nearly 70 percent of 1954 sales are made as replacements in a market of 92.4 percent saturation



THE electric refrigerator business in 1954 again proved that, in the dealer's estimation, it was definitely one of the big three appliances in the marketing picture, the other two, of course, being television and washing machines. In 1954 a total of 3,425,000 refrigerators were sold at an average price of \$305 for a total dollar volume of \$1,044,625,000, the seventh year in which refrigerators sold over a billion dollars worth at retail. These figures compared with 1953's record of 3,650,000 units (revised downward from our original 3,775,000 units) sold at an average price of \$295 for a total dollar volume of \$1,076,750,000. Refrigerator business in 1954, therefore, was 6.2 percent under 1953 volume in units and three percent under 1953's total retail dollar volume.

It might be mentioned here that this business is considerably under its record 6,200,000 units sold in the pre-Korean war scare of the year 1950—a record which probably will never be surpassed. The year's business, however, compared favorably with 1952's 3,570,000, 1951's 4,075,000, 1949's 4,450,000, 1948's 4,766,000 and is almost on the nose with 1947's 3,400,000 units. That year, however, average prices were only \$255 compared to 1954's \$305.

Sales in 1954 brought total post-war sales of electric refrigerators to 35,636,000 units—an astonishing 79.6 percent of the 44,787,000 wired homes of the country. Actual saturation as of January first, 1954, of electric refrigerators now stands at 92.4 percent.

Only washers—both automatic and conventional—with a total dollar volume of \$839,783,400 in 1954 and

television with \$1,737,400,000 are in a comparable category volume-wise with electric refrigerators.

Results of the last year would seem to indicate that refrigerator volume is settling down to an average of about three and one half million units a year. Relatively high saturation figures in the business mean that, as in the automotive business, replacements, design obsolescence and trade-ins are going to play an increasingly important part in this business.

The Replacement Market

Now let's take a look at the trade-in problem. As usual, ELECTRICAL MERCHANDISING made its annual replacement and trade-in survey, addressed to 2,000 independent electrical appliance dealers (exclusive of power companies) in the United States. Replies were received from 380 dealers, or 19 percent of those questioned, and the data finally tabulated was based on eight months sales in the year 1954. Of the 360 dealers reporting, 340, or 89.5 percent were selling refrigerators; they sold an average of 42 units per dealer—highest of any appliance except television with 60 units per dealer. In the matter of new versus replacement sales, 285 dealers reported sales of 12,713

units for the eight months period, 30.1 percent being sales to homes not already owning a refrigerator and 69.9 percent of total refrigerator sales to homes already owning. In other words, roughly less than one third of sales were to homes without refrigerators and more than two thirds were replacement sales. This replacement sales factor was higher in the case of refrigerators than in other appliances, although washers were a very close second.

We asked these same dealers to tell us the number of their total sales involving trade-ins, and of the 338 dealers selling a total of 14,332 refrigerators for the first eight months of 1954, trade-ins were accepted in 7,025 of these sales, or 49 percent of the total. It should be borne in mind here that there is considerable confusion about the difference between replacement sales and trade-ins, which obviously comprise part of the total replacement volume. Total replacement volume is always higher than trade-in volume. In the case of refrigerators, we have seen that total replacement sales amounted to 69.9 percent whereas trade-ins accepted amounted to 49 percent. The difference of roughly 20 percent is accounted for by the fact that many

owners sold their older refrigerators privately; some retained the old box as a second refrigerator; some gave them away to relatives or maids; and some were too old to warrant a dealer even offering a trade-in price.

Inasmuch as this whole replacement market for refrigerators has assumed increasing importance as the years go by, it might be interesting to note that the figure of 69.9 percent for 1954 is slightly down from the 74.6 percent recorded in 1953, the 73.4 percent in 1952, 72.8 percent in 1951, 52 percent in 1950, 41 percent in 1949, 36 percent in 1948 and about 24 percent for the preceding two years. As a rule of thumb, however, it might be said that roughly two out of every three refrigerator sales involves a replacement and that one out of every two sales involves a trade-in.

To pursue a little farther this problem of trade-ins, it is interesting to note that of 338 dealers selling refrigerators, 270 of them, or 79.9 percent, accepted trade-ins. The largest percentage of trades accepted (32.2 percent) were sold as-is; 27.4 percent were junked; 25.8 percent were repaired and subsequently re-sold; and 14.5 percent were still on hand.

Seasonal Sales Trends

ELECTRICAL MERCHANDISING has been collecting figures for the past four years on dealers' retail sales of refrigerators by months. This data is compiled from dealers' actual sales reports to utility companies and shows that July is the biggest month for refrigerator volume with 12.32 percent of the year. May, June and August are the next important months (Continued on page 310)

TWO YEARS STATISTICAL SUMMARY

Refrigerators	
1954	1953
3,425,000	3,650,000
\$305	\$295
\$1,044,625,000	\$1,076,750,000
(Jan. 1955)	(Jan. 1954)
41,400,000	39,397,000
3,387,000	4,183,000
	Homes Without

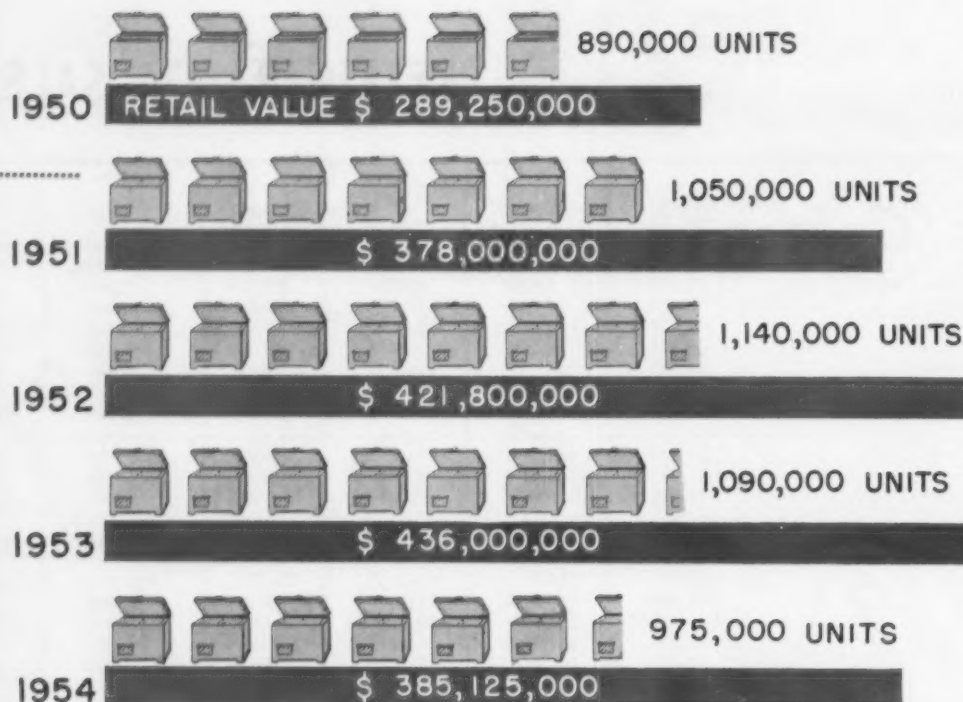
REFRIGERATOR SALES by states, 1947-1953

STATE	1947	1948	1949	1950	1951	1952	1953	TOTAL SEVEN YEARS	%
Maine.....	17,182	26,970	26,131	33,712	16,789	15,019	14,461	150,264	.53
New Hampshire.....	11,559	17,530	15,850	19,866	10,447	9,267	9,531	94,050	.33
Vermont.....	5,623	9,889	10,281	10,836	5,969	4,793	5,259	52,650	.19
Massachusetts.....	96,844	128,557	104,523	162,540	96,260	81,168	86,766	756,658	2.69
Rhode Island.....	26,241	39,556	33,413	48,762	28,356	24,925	26,621	227,874	.81
Connecticut.....	53,733	64,279	46,693	71,036	54,846	42,821	47,656	381,064	1.35
New England.....	211,182	286,781	236,891	346,752	212,667	177,993	190,294	1,662,560	5.90
New York.....	328,957	467,031	376,113	606,816	475,702	356,626	391,105	3,002,350	10.67
New Jersey.....	122,461	155,527	125,514	200,466	142,524	111,845	120,290	978,627	3.48
Pennsylvania.....	239,611	311,953	253,170	391,902	263,409	202,919	215,272	1,878,236	6.68
Middle Atlantic.....	691,029	934,511	754,797	1,199,184	881,635	671,390	726,667	5,859,213	20.83
Ohio.....	203,685	254,417	178,632	291,970	201,474	169,366	190,294	1,489,838	5.29
Indiana.....	92,158	129,456	111,806	146,286	88,798	85,322	93,668	747,494	2.66
Illinois.....	208,371	267,902	209,475	297,990	209,309	159,459	181,092	1,533,598	5.45
Michigan.....	153,388	182,497	146,933	226,954	151,852	130,699	157,757	1,150,080	4.09
Wisconsin.....	68,728	100,688	86,532	114,982	72,008	52,727	53,243	548,908	1.95
East North Central....	726,330	934,960	733,378	1,078,182	723,441	597,573	676,054	5,469,918	19.44
Minnesota.....	63,417	98,441	79,678	108,962	57,830	44,419	46,998	499,745	1.78
Iowa.....	58,106	89,450	85,675	105,350	54,473	40,264	42,068	475,386	1.69
Missouri.....	97,781	140,244	139,650	199,864	122,377	99,382	101,556	900,854	3.20
North Dakota.....	10,934	19,778	22,704	27,014	17,536	12,463	9,860	120,289	.43
South Dakota.....	10,934	22,026	23,132	27,166	15,297	10,865	9,860	119,280	.42
Nebraska.....	30,928	47,647	47,550	63,210	35,444	23,328	24,321	272,428	.97
Kansas.....	29,366	48,546	53,118	66,822	37,310	33,873	27,936	296,971	1.05
West North Central...	301,466	466,132	451,507	598,388	340,267	264,594	262,599	2,684,953	9.54
Delaware.....	7,185	8,990	9,424	15,050	10,820	7,350	8,216	67,035	.24
Maryland.....	45,610	66,976	58,259	88,494	55,219	50,810	48,642	414,010	1.47
District of Columbia.....	37,800	53,940	44,551	81,270	52,234	42,821	45,684	358,300	1.27
Virginia.....	47,172	71,920	75,822	98,126	61,935	63,272	59,488	477,735	1.70
West Virginia.....	38,738	58,435	65,970	79,464	47,010	41,542	39,110	370,269	1.31
North Carolina.....	52,796	88,551	118,660	163,142	88,798	84,683	74,606	671,236	2.39
South Carolina.....	24,680	40,006	54,404	75,250	41,041	44,099	37,796	317,276	1.13
Georgia.....	55,607	86,753	100,668	133,644	76,112	81,487	73,291	607,562	2.16
Florida.....	54,358	92,597	110,092	150,500	95,514	103,856	107,143	714,060	2.54
South Atlantic.....	363,946	568,168	637,850	884,940	528,683	519,920	493,976	3,997,483	14.21
Kentucky.....	40,612	62,031	86,103	97,524	54,846	54,644	51,928	447,688	1.59
Tennessee.....	57,794	97,991	135,367	157,724	76,485	78,931	75,921	680,213	2.42
Alabama.....	35,926	62,930	85,247	110,166	55,593	59,118	52,914	461,894	1.64
Mississippi.....	22,493	38,657	62,114	73,444	36,190	44,099	40,754	317,751	1.13
East South Central....	156,825	261,609	368,831	438,858	223,114	236,792	221,517	1,907,546	6.78
Arkansas.....	24,680	44,500	79,678	84,280	39,549	39,625	36,481	348,793	1.24
Louisiana.....	37,800	66,976	102,810	117,992	63,427	60,716	58,502	508,223	1.81
Oklahoma.....	35,614	62,031	77,964	99,932	49,249	49,851	41,082	415,723	1.48
Texas.....	145,266	241,381	301,148	376,852	182,446	173,200	160,386	1,580,679	5.62
West South Central...	243,360	414,888	561,600	679,056	334,671	323,392	296,451	2,853,418	10.15
Montana.....	10,622	17,081	16,278	19,264	11,939	9,587	9,203	93,974	.33
Idaho.....	11,246	17,980	14,136	18,662	9,327	7,350	6,902	85,603	.30
Wyoming.....	4,374	6,742	7,282	8,428	5,970	4,154	3,944	40,894	.14
Colorado.....	27,491	43,602	46,265	63,812	33,206	27,801	27,279	269,456	.96
New Mexico.....	6,560	12,586	16,707	20,468	11,939	10,865	10,517	89,642	.32
Arizona.....	14,683	24,722	23,561	30,100	18,655	17,895	18,076	147,692	.53
Utah.....	17,182	23,824	17,563	27,692	15,297	11,824	12,160	125,542	.45
Nevada.....	5,936	8,091	4,712	9,030	5,970	4,793	6,573	45,105	.16
Mountain.....	98,094	154,628	146,504	197,456	112,303	94,269	94,654	897,908	3.19
Washington.....	55,607	75,965	51,405	77,658	45,145	34,193	37,139	377,112	1.34
Oregon.....	40,299	55,738	42,838	66,220	35,444	26,843	26,293	293,675	1.04
California.....	235,862	341,620	298,149	453,306	293,630	248,616	260,956	2,132,139	7.58
Pacific.....	331,768	473,323	392,392	597,184	374,219	309,652	324,388	2,802,926	9.96
UNITED STATES.....	3,124,000	4,495,000	4,283,750	6,020,000	3,731,000	3,195,575	3,286,600	28,135,925	100%

(Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by NEMA Refrigerator Membership Based on Their Own Shipments)

Home Freezers

Sales of 975,000 units represent an 11 percent drop from 1953, but growth of upright types, expanded use of frozen foods and trend to use of freezers in kitchens promise continually growing acceptance



THE 975,000 home freezers sold in 1954 for a retail value of \$385,125,000 reflect an 11 percent drop from the 1,090,000 moved by manufacturers during the previous year, and represent the first year since 1950 that sales have been less than one million.

However, because the average retail price in 1954 was \$395, higher than \$370 of the record year of 1952 (when 1,140,000 freezers were sold), the total retail value was the third best in history.

Even with the decline, it is pretty obvious now that the freezer has achieved considerable sales stability. During the odoriferous decline and fall of the food plans as practiced by the suede-shoe boys many industry observers predicted serious setbacks for the freezer, but the product seems to have demonstrated more vitality and real consumer acceptance than the Cassandras believed possible. And now with the food plan coming back as a dealer tool and an honest merchandising method even more progress for the freezer seems likely.

However, there is likely to be a growing question on just what a freezer is. A trend toward combining freezers with refrigerators started with the introduction of the horizontal evaporator into refrigerators. Now that trend is developing toward its logical conclusion with the introduction of "upside-down refrigerators" which have a large freezer compartment in the bottom. And even G-E's new wall-hung refrigerator has substantial freezer storage space.

More Uprights

Less dramatic and not so new, but currently more important saleswise, is

the continuing trend to a growing acceptance of upright freezers. These have been on the market ever since the war, but not until food plans jumped freezer volume with outside selling did the upright models start to make any headway. Now each year sees them ever more firmly entrenched.

In 1953, the latest full year for which NEMA has reported figures, 28 percent of the freezers sold were uprights. At the end of nine months of 1954 there was a further gain to 35 percent. The percentage doesn't hold constant throughout the various sizes, of course. In freezers up to and including 12 cubic feet, upright models comprised, based on NEMA figures, 42 percent of sales for the first nine months of 1954. Part of this gain in upright sales is directly attributable to the increasing use of the freezer as a kitchen appliance rather than a basement appliance. A survey by Hotpoint showed recently that one third of freezer owners were putting them in the kitchen. And, according to John F. McDaniel, Hotpoint's vice-president for marketing, the same survey, made in 15 cities, revealed that freezer owners who had had experience with both types of units preferred the upright ten to one. Reasons given

for the preference, he said, included easier accessibility of food, smaller floor space required, easier cleaning.

Still another factor in the upright's new acceptance is the pairing of identical appearing freezers and refrigerators. According to the Hotpoint survey, 44 percent of the freezer owners wanted upright freezers matching their refrigerators—and this at a time when not very many companies were manufacturing matching models.

More Freezers in the City

All of this flurry about uprights, moving the freezer to the kitchen and, of course, the ever growing and tremendous importance of frozen foods in the family larder have helped sell freezers in metropolitan markets. Some of the smaller towns are still individually the best freezer markets, but sales in cities of 100,000-and-over, which accounted for only 22.9 percent of NEMA reported volume in 1949, accounted for 33.2 percent of it in 1953. Cities of 500,000 to 1,000,000 alone jumped their share of the market from five to 8.4 percent in the same period.

Who Sells Freezers

The lion's share of this freezer

business belongs to the appliance dealer. According to NEMA figures, he sold 35.5 percent of the volume in 1953 while farm implement and general country stores, his single biggest competitor, accounted for only 16.1 percent—a ratio, incidentally, which has declined from a 1949 high of 24.6 percent as the freezer has moved more and more into the bigger communities. Direct sales by distributors and manufacturers to builders, apartment houses, the government, and contractors took 7.8 percent of the business, which represents, in accordance with the trend for some other major appliances, a considerable increase from 3.8 percent in 1952. The share of department stores and furniture stores was relatively constant, 3.6 percent and 8.3 percent, respectively, in 1953, as compared with 3.4 percent and nine percent in 1952.

Spring Is the Season

Most of these freezer sales were made during the second and third quarters of the year, according to this magazine's annual survey of retail sales. The first quarter of 1953 accounted for 22.57 percent of the total, the second jumped to 29.38 percent, the third grossed 28.19 percent, and the fourth fell off sharply to 19.86 percent. The best single month in 1953 was July, with 10.84 percent and this same month has been at or near the top ever since 1949.

Although the freezer is generally assumed to be a highly seasonal appliance, the swing between the lowest (December, 6.13 percent) and highest months in 1953 was only 4.71 percentage points—considerably less than the 7.45 point swing in 1952 (Continued on page 312)

TWO YEARS STATISTICAL SUMMARY

Home Freezers	
1954	1953
975,000.....	Units Sold.....1,090,000
\$395.....	Average Retail Price.....\$400
\$385,125,000.....	Retail Value.....\$436,000,000
(Jan. 1955)	(Jan. 1954)
6,750,000.....	Homes Owning.....5,837,400
38,037,000.....	Homes Without.....37,742,600

FREEZER SALES by states, 1948-1953

STATE	1948	1949	1950	1951	1952	1953	TOTAL SIX YEARS	%
Maine.....	3,967	2,914	4,862	5,059	4,137	4,094	25,033	.48
New Hampshire.....	2,189	1,528	2,829	2,891	2,125	2,730	14,292	.27
Vermont.....	1,368	1,003	2,033	2,065	1,677	1,680	9,826	.18
Massachusetts.....	9,439	5,350	13,348	15,178	14,872	19,841	78,028	1.49
Rhode Island.....	2,394	1,194	2,564	3,200	2,125	2,624	14,101	.27
Connecticut.....	8,345	4,586	9,459	11,048	8,946	11,653	54,037	1.03
New England.....	27,702	16,575	35,095	39,441	33,882	42,622	195,317	3.72
New York.....	39,125	23,979	48,531	59,782	74,474	66,243	312,134	5.95
New Jersey.....	12,585	8,455	16,531	18,792	31,534	24,355	112,252	2.14
Pennsylvania.....	42,887	29,186	51,714	59,988	59,266	61,098	304,139	5.80
Middle Atlantic.....	94,597	61,620	116,776	138,562	165,274	151,696	728,525	13.89
Ohio.....	42,750	26,129	54,631	69,075	57,589	71,281	321,455	6.13
Indiana.....	27,634	20,253	31,205	33,556	29,856	39,158	181,662	3.46
Illinois.....	41,245	31,335	50,830	62,879	47,748	54,485	288,522	5.50
Michigan.....	25,513	15,716	32,443	36,654	40,032	40,522	190,880	3.64
Wisconsin.....	21,272	13,327	22,631	30,975	23,483	24,775	136,463	2.60
East North Central....	158,414	106,760	191,740	233,139	198,708	230,221	1,118,982	21.33
Minnesota.....	19,015	14,617	23,249	28,704	24,377	23,831	133,793	2.55
Iowa.....	17,852	17,435	25,724	32,937	28,738	30,654	153,340	2.92
Missouri.....	20,657	14,235	29,968	36,241	36,790	39,053	176,944	3.37
North Dakota.....	7,319	6,114	9,194	14,145	10,735	9,658	57,165	1.09
South Dakota.....	4,583	5,971	9,105	13,732	10,064	9,658	53,113	1.01
Nebraska.....	9,371	7,834	17,591	24,367	20,128	26,140	105,431	2.01
Kansas.....	7,798	7,022	12,730	17,449	17,333	17,846	80,178	1.53
West North Central...	86,595	73,228	127,561	167,575	148,165	156,840	759,964	14.48
Delaware.....	1,163	1,099	2,033	3,304	2,124	2,624	12,347	.24
Maryland.....	7,934	6,067	9,989	11,667	15,320	11,863	62,840	1.20
District of Columbia.....	5,951	4,013	9,194	12,390	10,288	8,608	50,444	.96
Virginia.....	8,824	7,308	13,348	15,591	17,109	17,952	80,132	1.53
West Virginia.....	9,166	5,684	9,370	9,706	9,952	12,808	56,686	1.08
North Carolina.....	12,722	11,225	20,332	24,883	28,738	28,555	126,455	2.41
South Carolina.....	8,755	5,541	9,813	10,015	12,524	10,603	57,251	1.09
Georgia.....	9,781	9,410	17,238	20,237	24,154	25,720	106,540	2.03
Florida.....	11,149	8,646	15,647	15,384	16,550	19,841	87,217	1.66
South Atlantic.....	75,445	58,993	106,964	123,177	136,759	138,574	639,912	12.20
Kentucky.....	8,071	6,353	10,254	12,493	13,978	18,896	70,045	1.34
Tennessee.....	12,654	10,318	17,061	19,617	20,352	23,515	103,517	1.97
Alabama.....	8,277	5,828	12,907	13,629	15,655	17,952	74,248	1.42
Mississippi.....	6,908	5,923	11,757	11,564	14,984	17,217	68,353	1.30
East South Central....	35,910	28,422	51,979	57,303	64,969	77,580	316,163	6.03
Arkansas.....	8,619	7,595	11,669	12,700	13,531	14,487	68,601	1.31
Louisiana.....	16,895	12,754	25,548	23,128	24,377	26,560	129,262	2.46
Oklahoma.....	10,602	7,117	11,138	15,075	18,674	21,206	83,812	1.60
Texas.....	52,394	34,966	65,062	72,275	70,001	68,237	362,935	6.92
West South Central...	88,510	62,432	113,417	123,178	126,583	130,490	644,610	12.29
Montana.....	5,130	4,490	7,426	10,428	8,498	8,818	44,790	.85
Idaho.....	4,788	4,108	6,895	5,989	6,709	4,934	33,423	.64
Wyoming.....	1,710	1,767	2,652	3,717	4,473	3,254	17,573	.34
Colorado.....	8,618	6,974	12,376	13,836	14,761	15,957	72,522	1.38
New Mexico.....	2,463	2,006	4,332	4,543	5,256	5,459	24,059	.46
Arizona.....	4,378	2,436	5,746	4,543	9,281	4,619	31,003	.59
Utah.....	5,130	3,965	6,276	10,015	14,984	6,194	46,564	.89
Nevada.....	1,778	1,051	1,768	2,684	3,355	2,100	12,736	.24
Mountain.....	33,995	26,797	47,471	55,755	67,317	51,335	282,670	5.39
Washington.....	12,586	7,308	16,089	14,248	17,220	16,377	83,828	1.60
Oregon.....	11,833	8,121	15,470	15,178	17,892	16,062	84,556	1.61
California.....	58,413	27,419	61,438	64,944	141,456	38,003	391,673	7.46
Pacific.....	82,832	42,848	92,997	94,370	176,568	70,442	560,057	10.67
UNITED STATES.....	684,000	477,675	884,000	1,032,500	1,118,225	1,049,800	5,246,200	100%

(Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by Portion of NEMA Freezer Membership Based on Their Own Shipments)

Electric Ranges

Built-Ins take five percent of a 1,165,000-units volume. Trade-ins jump to nearly 41 percent of total sales. Units of 22-inches or less decline sharply in popularity

DESPITE the fact that 1954 sales didn't set any records, electric ranges have become an exciting product, partly because of the promise of things to come, partly because of things that have already happened.

Both past and future are tied together in the range. Some of the things that have happened, like the burgeoning of built-in oven and surface units and the introduction of models in color, will develop even further in the future. And other things, the all-electronic range, for example, may eventually take a place on display room floors.

All of these product developments mean new sales and new problems for the industry. Most illustrative as an example is the built-in. According to four out of six manufacturers writing this magazine, this type of range accounted for about five percent of 1954 range sales and may eventually account for as much as 25 percent of the market, particularly if new home construction remains at a one-million-plus volume and the trend to open-vista kitchens runs its full course.

This popularity of the built-in could mean trouble for the appliance dealer. According to most of the manufacturers cooperating in this study, not more than 10 or 15 percent of the 1954 built-ins were sold by appliance dealers. Most were installed by builders. That would mean that only about 5,800 of an estimated volume of 58,000 built-ins were dealer sold. The implication is that if appliance dealers want their share of an eventual built-in volume of 375,000-plus units a year they'd better start taking steps to get it, which means establishing installation facilities, advertising, promotion, and some concentration on the replace-

ment and kitchen remodeling market.

Four major manufacturers estimated built-in range sales percentages by outlet as follows:

Manufacturer A	
Builders	75 percent
Dealers	10 percent
Others	15 percent

Manufacturer B	
Builders	60 percent
Bldg. Supply Dealers	25 percent
Dealers	15 percent

Manufacturer C	
Builders	80 percent

Manufacturer D	
Builders	90 percent

Change in Sizes

Built-ins and the addition of color weren't the only things that happened to ranges in 1954. There also was a sharp change in sales by sizes. In 1953 ranges of 22 inches or less, usually referred to as apartment house units, accounted for 6.4 percent of sales reported to NEMA. But in the first nine months of 1954 this proportion was cut nearly in half to 3.97 percent. Ranges of from 22 to 32 inches—

which include the popular 30-inch models—jumped their share from 27.25 percent in 1953 to 31.38 percent in 1954, while ranges over 32 inches fell off a bit from 1953's 66.35 percent to 64.65 percent in 1954.

There could be several interpretations of these changes. One could be that builders of new apartment houses are installing fewer "apartment-size" ranges and improving the utility and attractiveness of their apartments with somewhat larger units. Another could be that more consumers are buying 30-inch ranges which take less space than the time-honored 36 and 40-inch units.

A decline in the sale of small size ranges (22 inches or less) doesn't necessarily mean that any fewer ranges were sold to apartment houses or builders. In 1953, the latest year available, direct sales by makers and distributors to these two markets and to the government accounted, according to NEMA, for 8.9 percent of total range sales, a slight decline from the previous year's 10 percent. But in 1954, with building construction still at remarkably high levels, it is a safe assumption that direct sales took a similar proportion. Appliance dealers in 1953 maintained their share of the market with 34.7 percent, a figure to which they

stuck pretty closely for four straight years. However, any appreciable rise in the sale of built-in units is likely to depress this percentage.

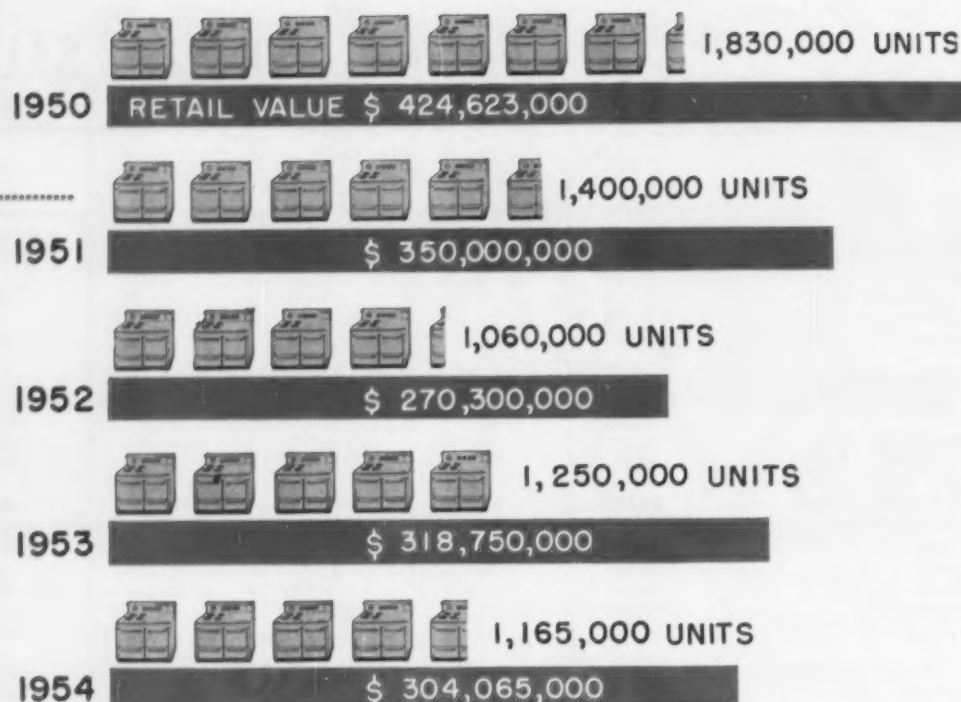
Other types of outlets shared in 1953 sales reported to NEMA as follows: department stores, 10.1 percent; furniture stores, 14.1 percent; hardware stores, 7.2 percent; plumbing and heating dealers, 1.5 percent; farm implement and country general stores, 2.5 percent; lumber and building suppliers, 0.6 percent; automotive, 4.7 percent; jewelry and music, 0.7 percent; all other, 7.8 percent.

Best Markets

In 1953, as in previous years, smaller cities and towns provided the biggest proportion of range sales. Communities of 10,000 to 25,000 were the single best market, perhaps because of their number, with 13.3 percent of the total. Cities of 100,000 to 250,000 were second with 11.4 percent. Third and fourth were small towns of 1,000 to 2,500 with 10.7 percent and 5,000 to 10,000 with 10.5 percent. Even towns of 1,000 and under outdid the biggest cities with 8.6 percent of sales while urban giants like New York, those with populations of over a million, could account for only 6.5 percent of the total.

The Sales Pattern

During 1953, according to this magazine's survey of retail sales by months, the volume swing in range sales was limited to a small 2.31 percent between the lowest and the highest months. At the manufacturing level, according to NEMA reports, the swing was considerably larger, 5.5 percent between the lowest and highest (Continued on page 314)



TWO YEARS STATISTICAL SUMMARY

Ranges	
1954	1953
1,165,000	Units Sold
\$261	Average Retail Price
\$304,065,000	Retail Value
(Jan. 1955)	(Jan. 1954)
12,086,000	Homes Owning
32,701,000	Homes Without

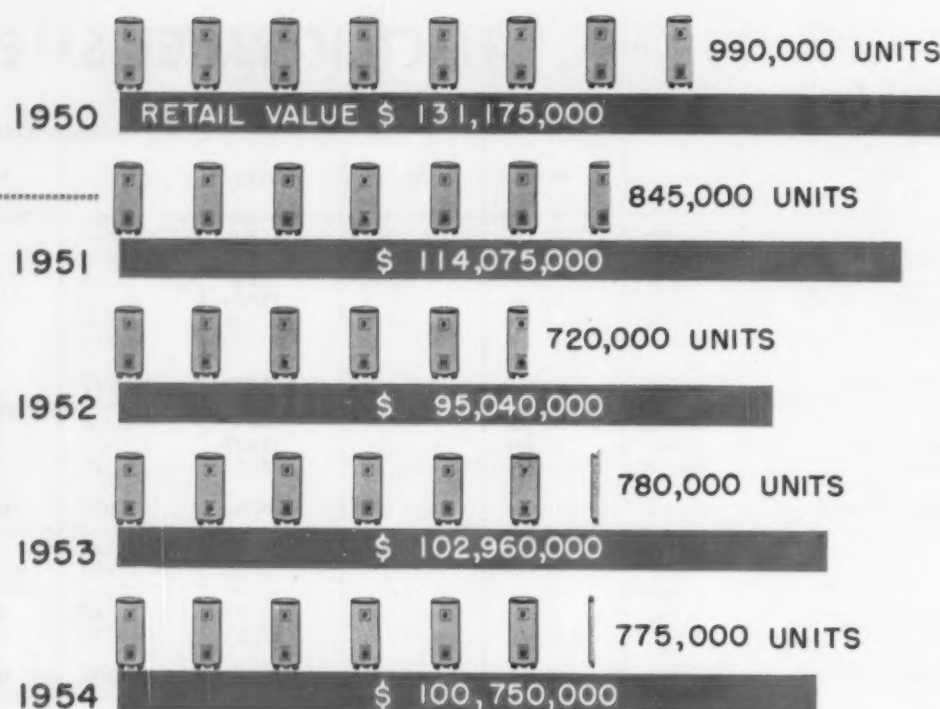
ELECTRIC RANGE SALES by states, 1947-1953

STATE	1947	1948	1949	1950	1951	1952	1953	TOTAL SEVEN YEARS	%
Maine.....	8,169	10,788	7,241	11,868	7,069	5,641	7,157	57,933	.62
New Hampshire.....	6,157	7,139	4,828	7,668	5,682	3,970	5,495	40,939	.44
Vermont.....	3,078	3,490	2,204	3,286	2,356	1,985	2,684	19,083	.20
Massachusetts.....	25,693	30,461	26,657	55,504	45,738	36,874	46,392	267,319	2.86
Rhode Island.....	7,459	7,774	6,087	12,416	11,088	8,670	12,652	66,146	.71
Connecticut.....	18,944	21,418	15,428	30,308	28,829	18,070	26,327	159,324	1.70
New England.....	69,500	81,070	62,445	121,050	100,762	75,210	100,707	610,744	6.53
New York.....	56,003	74,566	52,895	99,142	86,348	53,901	71,440	494,295	5.28
New Jersey.....	21,431	23,797	16,372	33,412	26,472	16,923	22,365	160,772	1.72
Pennsylvania.....	86,432	110,579	68,322	124,154	98,545	71,242	90,355	649,629	6.95
Middle Atlantic.....	163,866	208,942	137,589	256,708	211,365	142,066	184,160	1,304,696	13.95
Ohio.....	86,314	94,238	54,994	104,071	81,497	59,960	78,725	559,799	5.98
Indiana.....	44,400	58,383	35,053	54,956	41,857	29,354	39,874	303,877	3.25
Illinois.....	67,843	71,075	38,621	66,277	49,064	30,189	43,452	366,521	3.92
Michigan.....	71,987	71,393	42,610	82,709	70,548	43,456	62,366	445,069	4.76
Wisconsin.....	31,021	41,566	25,398	42,358	33,541	21,101	29,266	224,251	2.40
East North Central....	301,565	336,655	196,676	350,371	276,507	184,060	253,683	1,899,517	20.31
Minnesota.....	30,310	38,552	19,101	30,856	22,730	15,042	19,170	175,761	1.88
Iowa.....	24,272	32,840	19,836	28,482	19,265	12,953	15,975	153,623	1.64
Missouri.....	36,467	45,691	26,447	46,740	32,017	23,294	26,327	236,983	2.53
North Dakota.....	6,159	12,851	8,396	10,955	9,286	7,312	7,924	62,883	.67
South Dakota.....	6,155	11,740	7,346	10,407	7,623	5,014	6,007	54,292	.58
Nebraska.....	13,735	24,591	13,119	23,188	15,662	10,655	12,524	113,474	1.21
Kansas.....	11,485	17,610	9,236	18,258	12,613	8,566	10,607	88,375	.95
West North Central...	128,583	183,875	103,481	168,886	119,196	82,836	98,534	885,391	9.46
Delaware.....	2,647	3,173	2,414	4,565	3,603	2,403	3,962	22,767	.24
Maryland.....	13,271	14,754	9,446	16,432	13,999	10,969	13,163	92,034	.98
District of Columbia.....	10,840	10,630	6,717	13,876	15,385	9,610	11,119	78,177	.84
Virginia.....	24,272	36,490	27,602	45,097	34,373	31,861	33,484	233,179	2.49
West Virginia.....	16,576	26,653	18,051	31,221	24,255	18,594	21,470	156,820	1.68
North Carolina.....	33,862	62,191	54,994	89,100	65,696	58,915	66,967	431,725	4.62
South Carolina.....	14,682	31,413	26,552	43,454	31,739	27,264	28,116	203,220	2.17
Georgia.....	30,547	54,258	38,412	64,633	46,015	43,352	42,302	319,519	3.42
Florida.....	35,047	53,465	43,029	77,962	56,965	49,096	60,577	376,141	4.02
South Atlantic.....	181,744	293,027	227,217	386,340	292,030	252,064	281,160	1,913,582	20.46
Kentucky.....	11,366	25,067	19,521	31,404	24,255	22,042	26,582	160,237	1.71
Tennessee.....	42,624	75,359	60,766	95,672	60,568	54,528	59,555	449,072	4.80
Alabama.....	22,614	38,710	32,010	51,305	33,126	31,337	33,995	243,097	2.60
Mississippi.....	7,696	12,692	10,285	15,519	10,256	10,342	10,991	77,781	.83
East South Central....	84,300	151,828	122,582	193,900	128,205	118,249	131,123	930,187	9.94
Arkansas.....	6,275	9,995	7,661	9,312	6,930	6,372	6,006	52,551	.56
Louisiana.....	4,499	5,235	3,568	8,033	4,296	3,865	4,601	34,097	.36
Oklahoma.....	6,157	10,630	5,457	8,581	5,683	5,223	6,518	48,249	.52
Texas.....	28,416	38,552	24,244	47,106	31,462	24,234	29,905	223,919	2.40
West South Central...	45,347	64,412	40,930	72,032	48,371	39,694	47,030	358,816	3.84
Montana.....	7,933	10,471	6,507	10,590	7,623	6,163	7,285	56,572	.61
Idaho.....	11,011	20,149	11,649	18,806	11,227	9,296	9,968	92,106	.99
Wyoming.....	1,895	3,014	1,889	3,286	2,633	1,880	2,556	17,153	.18
Colorado.....	9,709	15,072	9,131	15,154	10,950	7,835	10,096	77,947	.83
New Mexico.....	1,302	2,221	1,784	4,199	3,465	3,029	3,962	19,962	.21
Arizona.....	3,670	4,442	2,414	4,382	2,772	2,403	2,556	22,639	.24
Utah.....	13,379	16,341	9,550	16,797	14,414	10,968	11,246	92,695	.99
Nevada.....	4,026	4,442	3,149	5,478	4,297	4,074	5,751	31,217	.33
Mountain.....	53,925	76,152	46,073	78,692	57,381	45,648	53,420	410,291	4.38
Washington.....	56,122	69,806	42,820	75,223	52,668	37,605	46,902	381,146	4.08
Oregon.....	39,427	54,417	32,115	53,861	37,145	29,667	31,439	278,071	2.97
California.....	60,621	66,316	37,572	67,737	62,370	37,501	49,842	381,959	4.08
Pacific.....	156,170	190,539	112,507	196,821	152,183	104,773	128,183	1,041,176	11.13
UNITED STATES.....	1,184,000	1,586,500	1,049,500	1,825,800	1,386,000	1,044,600	1,278,000	9,354,400	100%

(Projected to Industry Totals from State Figures Reported by the NEMA Range Membership Based on Their Own Shipments)

Electric Water Heaters

Continuing building boom and stable distributional base help keep sales dip considerably smaller than for most other old-line appliances. Sales of 775,000 units only one percent off 1953



THANKS to a continuing high level of home construction and its own stable distributional base, the electric water heater maintained a fairly high rate of manufacturers' sales in 1954—a feat which was not duplicated by many other major appliances.

The first of these two reasons, while good for the industry as a whole, does not necessarily mean that appliance dealer sales improved or even stayed at the previous level, because many units are sold to and by home builders. In 1953, the most recent year for which there are figures, NEMA members reported that direct sales by distributors and factories to builders, apartment houses and the government accounted for 8.5 percent of water heater volume, more than any previous year and a considerable jump from the percent reported in 1948.

However, in the same year appliance dealers recovered some of the business they had lost the year before, selling 30.2 percent of the appliance as compared with 26.7 in 1952. This was a reversal of a four-year downward trend, but there is nothing to indicate that it is a permanent reversal while, on the other hand, there is every reason to believe that builders will continue to take a larger and larger share of the business so long as home building continues to boom and it is probably a good guess that builders increased their share to about 9.4 percent or better in 1954.

The stable distributional base enjoyed by water heaters is both an advantage and a disadvantage—an advantage because sales are fairly constant but a disadvantage in that it accompanies a relatively small volume. Some kind of a water heater is essential in every home, but people don't replace

them except when they are worn out and, in the case of new homes, consumers too often have little or nothing to say about what size or type of heater they want.

Competitive Odds

The chief competition, of course, is the gas water heater, which, with estimated 1954 sales of around 2,225,000 units, outsells electric models at a rate of about three to one. Unfortunately, it's not always competition in the pure sense that implies remedies through greater or improved sales efforts. Even though tests conducted at the Dept. of Agriculture's Beltsville station in 1952 produced pretty conclusive evidence that electric heaters are more efficient, there are areas where fuel costs favor gas units. And, of course, cheaper initial prices for gas models exert a strong influence over speculative builders, apartment house owners and the like who are interested primarily in the smallest possible investment.

Perhaps the single biggest reason why many gas models have been cheaper is that they are generally smaller in capacity. Since there are no "off-peak" rates for gas and it is not necessary to heat the water at night for use during the following day as in the

case of electric heaters, there is no need for large tanks. However, this is one competitive advantage which gas may not perpetually enjoy.

Higher Wattages Coming?

One electric water heater manufacturer, writing to this magazine about the industry, says "two things could be done to improve the sale of electric water heaters—(1) active promotion by utilities and (2) standardization of utility requirements as to wattages, with increased wattages over present standards to give the user better service. In my opinion, the old NEMA standard of 20 watts per gallon in the bottom (of the tank) and 30 watts per gallon in the top is old fashioned and extremely unrealistic."

Another manufacturer sees this program already in progress. He says, "1954 saw the start of a program which could double or triple the present volume of this appliance. Briefly, this program provides for a smaller size heater with higher wattage elements. Thus you accomplish low initial cost to the purchaser plus better performance, because the higher wattage elements would provide recovery the equal of gas. Performance rather than the cost of operation has been one of the deterrents to the electric

water heater reaching a much higher volume. The industry problem yet to be accomplished is in getting the electric utility in agreement and win their approval for the sale of a high wattage heater for installation on their lines."

There is the rub—"getting the electric utility in agreement." It's during the day when power demands are at their highest that people use the most hot water. Fast recovery, high wattage electric units would add to this drain on utility resources, further unbalancing their transmission load. It is not immediately likely that combination utilities (selling both gas and electricity) or electric utilities with inadequate reserve capacity are going to rush to stamp the program with approval. But as utilities increase their reserve capacities and become more interested in residential load building there should be some progress made.

Saturation in Three-Wire Homes

Inadequate wiring is also a handicap to electric unit sales. Homes with 120 volt service can't install electric water heaters (or replace gas units with them) unless they have some additional wiring—which runs up the cost.

Oddly enough, there is still a lot of room for improved acceptance even among those homes which do have 220 volt wiring, but there is no statistically accurate figure on how many. Manufacturers estimate electric water heater saturation in homes with three wire service anywhere from seven to 50 percent. Even if it averages 20 percent, that leaves many millions of 220-volt homes without electric water heaters—which would seem to be an obvious market for intensive promotion.

Installation costs, despite inadequate

(Continued on page 316)

TWO YEARS STATISTICAL SUMMARY

Water Heaters, Storage	
1954	1953
775,000.....	Units Sold.....780,000
\$130.....	Average Retail Price.....\$132
\$100,750,000.....	Retail Value.....\$102,960,000
(Jan. 1955)	(Jan. 1954)
6,805,000.....	Homes Owning.....6,359,600
37,982,000.....	Homes Without.....37,220,400

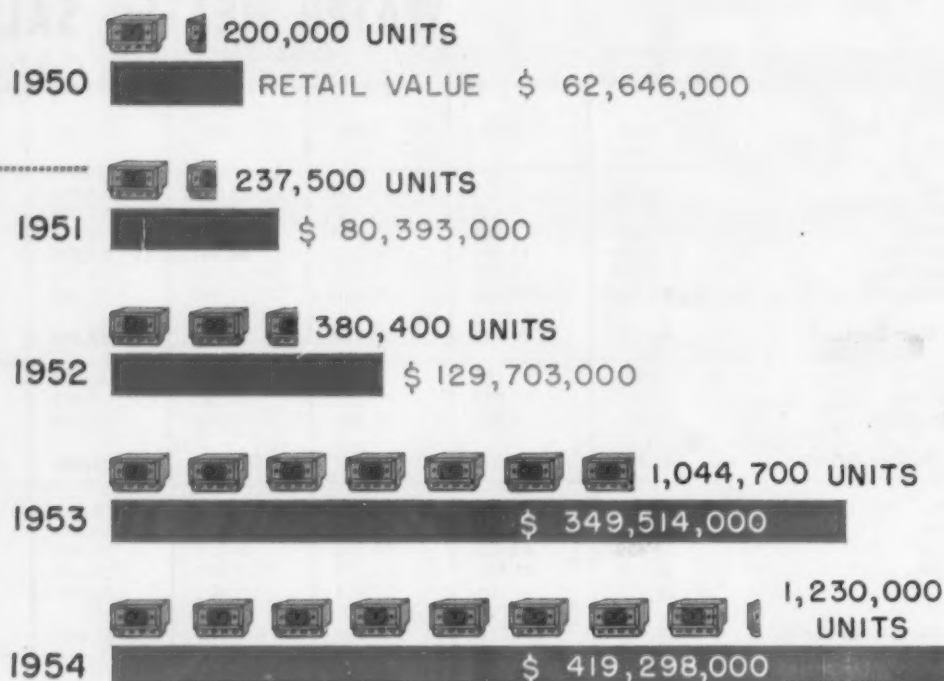
WATER HEATER SALES by states, 1947-1953

STATE	1947	1948	1949	1950	1951	1952	1953	TOTAL SEVEN YEARS	%
Maine.....	6,492	10,352	5,407	6,496	5,969	4,309	4,945	43,970	.73
New Hampshire.....	3,246	5,125	3,217	3,445	3,399	2,331	3,043	23,806	.39
Vermont.....	3,246	2,665	1,164	1,476	2,155	1,342	1,369	13,417	.22
Massachusetts.....	8,656	11,992	16,976	28,247	17,575	18,292	17,952	119,690	1.97
Rhode Island.....	2,164	3,178	2,601	3,346	3,316	2,472	2,358	19,435	.32
Connecticut.....	15,148	17,425	10,815	15,747	15,088	10,030	11,867	96,120	1.58
New England.....	38,952	50,737	40,180	58,757	47,502	38,776	41,534	316,438	5.21
New York.....	40,034	42,127	32,172	44,486	40,206	34,044	37,807	270,876	4.46
New Jersey.....	22,722	17,835	13,553	19,290	15,917	14,197	13,845	117,359	1.93
Pennsylvania.....	78,986	78,105	53,254	81,590	68,227	57,422	57,965	475,549	7.83
Middle Atlantic.....	141,742	138,067	98,979	145,366	124,350	105,663	109,617	863,784	14.22
Ohio.....	68,166	52,993	32,925	57,773	52,559	42,589	48,989	355,994	5.86
Indiana.....	55,182	43,768	28,133	44,682	36,310	27,405	34,155	269,635	4.44
Illinois.....	58,428	44,075	29,707	40,352	32,082	24,156	29,591	258,391	4.26
Michigan.....	42,198	41,410	24,710	32,282	31,999	29,029	36,285	237,913	3.92
Wisconsin.....	38,952	39,360	27,859	37,695	32,497	24,650	27,842	228,855	3.77
East North Central....	262,926	221,606	143,334	212,784	185,447	147,829	176,862	1,350,788	22.25
Minnesota.....	41,116	34,339	16,497	22,735	17,326	16,881	17,268	166,162	2.74
Iowa.....	34,624	32,082	23,684	31,298	24,787	18,858	20,843	186,176	3.07
Missouri.....	35,706	29,110	19,166	27,164	24,704	19,705	18,485	174,040	2.86
North Dakota.....	4,328	8,098	4,723	6,102	5,803	4,591	4,945	38,590	.63
South Dakota.....	6,492	7,892	6,571	8,661	7,378	6,922	6,314	50,230	.83
Nebraska.....	16,230	14,555	9,104	11,909	9,451	7,487	7,683	76,419	1.26
Kansas.....	8,656	7,277	4,312	5,019	4,062	2,825	2,586	34,737	.57
West North Central....	147,132	133,353	84,057	112,888	93,511	77,269	78,124	726,354	11.96
Delaware.....	2,164	2,768	2,053	2,953	2,901	2,189	1,902	16,930	.28
Maryland.....	11,902	9,942	6,366	12,499	11,855	10,595	10,346	73,505	1.21
District of Columbia.....	8,656	5,228	3,902	5,610	4,394	5,227	4,336	37,353	.61
Virginia.....	25,968	28,700	21,972	29,329	22,714	26,204	25,179	180,066	2.97
West Virginia.....	11,902	14,145	8,214	11,712	11,026	9,606	9,813	76,418	1.26
North Carolina.....	35,706	46,432	39,222	58,461	48,662	45,697	50,054	324,234	5.34
South Carolina.....	18,394	27,060	16,770	26,967	25,782	21,401	21,908	158,282	2.61
Georgia.....	32,460	32,698	19,645	33,660	33,326	29,736	24,494	206,019	3.39
Florida.....	45,444	47,253	31,008	54,328	51,481	44,215	50,891	324,620	5.35
South Atlantic.....	192,596	214,226	149,152	235,519	212,141	194,870	198,923	1,397,427	23.02
Kentucky.....	11,902	14,042	8,556	13,090	12,103	12,078	12,247	84,018	1.38
Tennessee.....	40,034	37,310	23,204	33,266	26,279	23,095	22,365	205,553	3.39
Alabama.....	22,722	21,628	14,854	21,062	15,171	14,126	13,540	123,103	2.03
Mississippi.....	5,410	7,277	3,765	4,232	3,399	3,249	3,119	30,451	.50
East South Central....	80,068	80,257	50,379	71,650	56,952	52,548	51,271	443,125	7.30
Arkansas.....	5,410	5,330	3,902	3,937	3,233	2,260	2,054	26,126	.43
Louisiana.....	2,164	2,767	2,327	2,263	2,321	1,625	1,902	15,369	.25
Oklahoma.....	2,164	3,280	2,122	1,575	1,244	1,130	989	12,504	.21
Texas.....	15,148	16,605	10,131	14,763	11,440	8,757	9,357	86,201	1.42
West South Central....	24,886	27,982	18,482	22,538	18,238	13,772	14,302	140,200	2.31
Montana.....	5,410	5,535	3,560	4,035	2,653	2,401	3,347	26,941	.45
Idaho.....	14,066	13,838	8,556	8,956	5,471	4,520	5,477	60,884	1.00
Wyoming.....	1,082	1,537	890	886	663	565	609	6,232	.10
Colorado.....	12,984	10,250	7,872	9,645	7,130	5,792	5,173	58,846	.97
New Mexico.....	1,082	1,333	1,232	1,476	1,492	1,271	1,293	9,179	.15
Arizona.....	5,410	3,690	1,848	2,067	1,658	1,413	1,597	17,683	.29
Utah.....	15,148	12,095	7,803	11,220	7,627	7,557	7,531	68,981	1.14
Nevada.....	5,410	3,177	2,943	4,429	4,228	5,227	5,021	30,435	.50
Mountain.....	60,592	51,455	34,704	42,714	30,922	28,746	30,048	279,181	4.60
Washington.....	40,034	38,437	23,821	27,754	19,067	15,115	24,114	188,342	3.10
Oregon.....	28,132	36,490	20,740	27,066	15,834	13,420	14,073	155,755	2.57
California.....	64,920	32,390	20,672	27,164	25,036	18,292	21,832	210,306	3.46
Pacific.....	133,086	107,317	65,233	81,984	59,937	46,827	60,019	554,403	9.13
UNITED STATES.....	1,082,000	1,025,000	684,500	984,200	829,000	706,300	760,700	6,071,700	100%

(Projected to Industry Totals from State Figures Reported by Portion of NEMA Water Heater Membership Based on Their Own Shipments.)

Room Air Conditioners

The industry hits all time highs in production, sales and in inventory on hand at the end of the season. Despite this, many firms expect sales to hit new peak in 1955



PRODUCTION and sales of room air conditioners reached an all time high last year—but that's only half the story.

While factory shipments climbed to 1.2 million units (compared to 1.045 in 1953) and retail sales edged over the million mark (750-850,000 in 1953) inventories also jumped to record-breaking levels. By the end of the season there was some difference of opinion on how many units remained unsold but most people were willing to accept 600,000 as reasonable.

How It Happened

In 1953 manufacturers underestimated the market and production continued virtually all year long, first to try to squeeze some units out to meet the summer demand, then to get an early start on stockpiling for 1954. The size of the industry stockpile on January 1, 1954, was unprecedented and was tangible evidence of the trade's optimism over the year coming up. By the end of the first quarter 568,000 units had been shipped and at the end of May factory sales stood at 903,000. By then, however, most firms had begun to realize that sales were not materializing as expected and shipments in June were only 160,000 units. This fell to 106,000 units in June and July combined and August sales were less than 8,000 units.

The fact that production has been cut back so much in the final months of the year has produced one surprising result. Despite the heavy carry-over inventory, the industry is likely to go into 1955 with lower stocks on hand than it did last year. That's because there was heavy advance production on 1954 models during 1953

while advance output on 1955 units during the year just ended has been extremely limited.

What About 1955

All this leads many people in the industry to think that next year may produce another sell-out on room air conditioners. The troubles of last summer completed a four year cycle in which the industry has regularly over-estimated or under-estimated the market. If this pattern continues 1955 could be an exceptionally good year for the industry.

All sorts of projections are being made on this point and all of them combine a number of variables. As an example of what could happen consider this sample projection: Since the industry sold slightly over a million units at retail this year, it's reasonable to assume that the 25 percent increase will continue and that 1.3 million can be sold in 1955. For an adequate carry-over stock from 1955 into 1956 you would need about 300,000 units. That means the industry would have to have 1.6 million units on hand during 1955. About 600,000 of these are already available from this year's carry-over and this means that a million units would have to be produced during the year. Many sources in the

industry think that production will be much lower than a million units. Some guess as low as 400,000, others as high as 1.2 million. But the group guessing less than a million is sizable. If their thinking is correct the industry will face a sell-out condition again in 1955.

The Retail Picture

If sales edged past the million mark last year it means that the industry chalked up a 25 percent gain over 1953. This is a remarkable improvement when viewed by itself but loses some of its glitter when you remember that many in the industry were pegging their hopes on a 50 percent increase.

As predicted in last year's market study, three factors furnished the major headaches for the industry during 1954. They were price cutting, increased competition, and dependence on weather. Of the three, the abnormally mild summer enjoyed by most parts of the country during 1954 was probably the principal villain. In one Middle Atlantic city, evening temperatures did not go above 70 degrees once during the summer. As the mild weather continued into the summer, price cutting (complicated by the intense competition for a share of the

market) began to demoralize the industry.

(There were exceptions to this weather pattern, notably in the mid-west. In these regions extended hot spells produced temporary sell-outs but surplus stocks from other areas soon poured into these regions.)

The seasonal selling problem has plagued the industry ever since its birth and most manufacturers have now decided that, within limits, they must learn to live with it. They reason that relatively few people are going to invest in an air conditioner ahead of the season. All they can do, say these manufacturers, is to make every effort to convert everyone of these prospects into customers before the hot weather hits. Beyond that, the bulk of sales will be made during warm weather—as they always have been.

A modest improvement in seasonal selling was apparent in 1953 (the latest full year for which monthly reports by dealers are available.) In 1952 almost 87 percent of the year's sales were registered in the four months from May through August. In 1953 only 71 percent of sales were registered in these four months. Month by month the two years' retail volume compares this way:

TWO YEARS STATISTICAL SUMMARY

1954	Air Conditioners, Room	1953
1,230,000	Units Sold	1,044,700
\$340	Average Retail Price	\$335
\$419,298,000	Retail Price	\$349,514,000
(Jan. 1955)		(Jan. 1954)
2,006,300	Homes Owning	1,150,000
42,780,700	Homes Without	42,430,000

	1952	1953
January	1.00	1.31
February	1.45	2.98
March	1.92	6.78
April	4.28	10.61
May	12.60	20.94
June	32.48	26.77
July	26.89	16.55
August	14.83	6.88
September	2.18	2.48
October	.80	1.84
November	.58	1.17
December	.99	1.69

Comparable figures for 1954 will
(Continued on page 320)

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- 3. ONLY LEWYT IS PRE-SOLD BY A MULTI-MILLION DOLLAR AD DRIVE!** Color ads every week in America's biggest, best-read magazines! 15,000 outdoor posters! 98,168 radio and TV spots!
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- 5. ONLY LEWYT GIVES YOU 21 TESTED PROMOTIONS!** Traffic-boosters like the "Free Hostess Apron!" Sales-builders like the "Free \$29.95 Knife Set" that let you show a profit on trade-ins!
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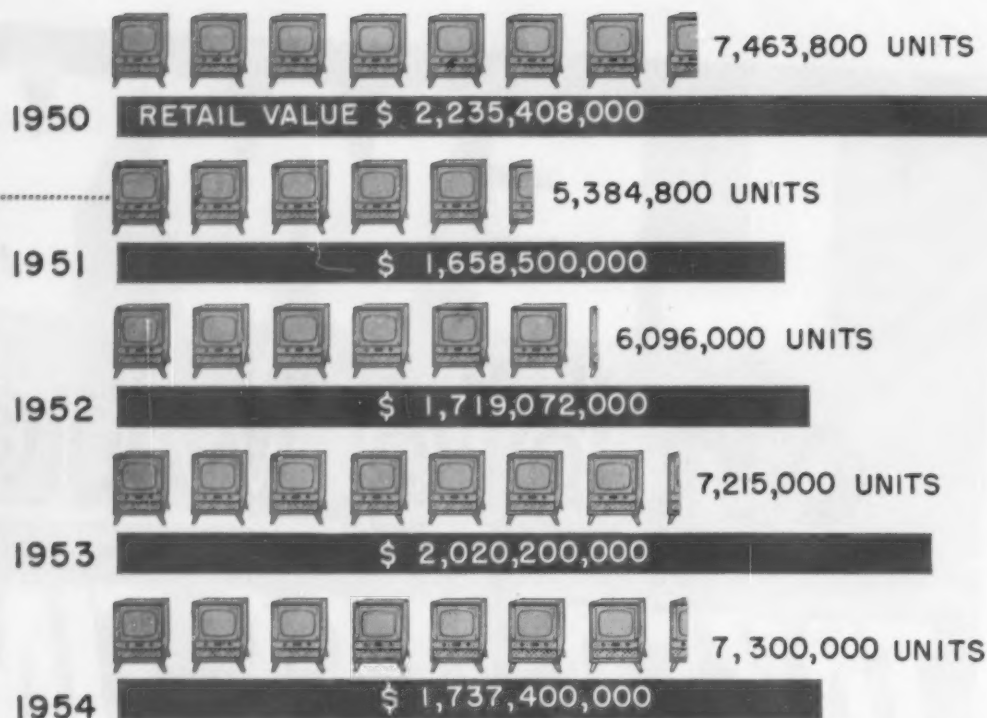
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Television

The industry confounds everyone by turning out 7.3 million units and selling over seven million; in the year ahead output should hit 6.6 million black and white sets, 300,000 color sets



THE television industry last year produced 7.3 million sets and sold, at retail, something in excess of seven million units.

The latter figure is probably an all-time record for the industry while the production total is the second best in history.

These accomplishments were registered in a year which began with manufacturers looking forward to an output of only five million units and with dealers extremely pre-occupied with the damage color TV would do to their black and white business.

Relatively early in the year, however, retail sales picked up encouragingly and by early summer the industry was raising its sights. It wasn't until fall, however, that it became clear just how good a year 1954 actually would be.

Production Picks Up

You can see evidence of this reversal of thinking by examining the year's production figures. Early in the year monthly totals were as much as 40 percent off comparable 1953 figures. By the end of June cumulative production was lagging more than 25 percent behind 1953. In June, however, the turning point was reached and output in that month was slightly better than in June of 1953. The July figure dipped slightly below 1953 but beginning in August the monthly totals moved out strongly ahead of 1953 levels.

September output was 23 percent ahead and by November the industry was setting all-time production records.

For the week ending November 20 production hit 243,000 units, some 5,000 better than the previous record established just three weeks earlier. The

243,000 total was almost 100,000 better than the corresponding week in 1953. Since cumulative production at that time was only 400,000 behind the 1953 figure it was obvious that three or four more weeks would move the industry right back on a level with 1953, until this time the second best year in industry history.

The Other Side

Left right here the industry's 1954 picture is an encouraging one. There are aspects of the 1954 picture, however, which must be considered to put the year in perspective. For one thing, much of the business was done on low-end sets and profit margins were in many cases hardly satisfactory. Second, UHF telecasting, on which the industry had pinned many hopes for a broadly expanded markets, experienced a very rough year in 1954. Finally, some people are afraid that the industry may close out the year with an inventory problem similar to (but probably not as bad as) last year's. By late November some trade sources were expressing concern over the inventory level at that moment. Good Christmas sales (or possibly some slowdown in production in December) may well have prevented this from be-

coming a real headache at year's end.

Color Moves Slowly

While consumer demand last year alleviated one of the industry's two January headaches, consumer apathy did much to relieve the second—color television. It's by no means certain that color at any time exercised any real restraint on black and white sales—but few dealers would have accepted any such statement a year ago. Retailers were worried that widespread publicity on color would drive many people out of the market. The lack of consumer interest, the small screen sets at first available, and the big price tags on these sets served finally to reassure the dealer and by late summer when big tube sets made their bows dealers took them in stride.

As far as production is concerned, color hardly got off the ground in 1954. A figure of 35,000 is now regarded as tops for the year's output. Guesses on color output for next year vary from 50,000 to 750,000. Averaged out, these guesses predict 300,000 color sets for next year.

Color's problems are still fairly obvious. Price is certainly the most telling of the handicaps since the 19 and 21-inch screens now available pro-

vide adequate "big screen" color. Programming has been stepped up considerably but it is still limited, particularly in the hours when stores are normally open for demonstration.

While color poses no immediate threat to black and white sales, each passing month brings the time closer and closer when the average customer is going to be able to weigh purchase of a monochrome set today against the availability of a reasonably-priced color set tomorrow. Realization of this should cause no panic in the industry but it should lead many people to give some thought as to how this transition can be best accomplished.

UHF Problems

There's little to be said at the moment about the situation confronting UHF telecasters. It became obvious quite early that programming was the vital key to success. In those areas where UHF stations have been able to build up their programming the higher-channel stations have succeeded. In areas where they must compete with VHF without the advantage of top notch programming they have experienced tough going—and a substantial number have gone off the air. The problem affects the set makers of course, but is so much broader that there is little that can be said here as to its eventual outcome. The economics of broadcasting and governmental actions will play a large part in the ultimate solution of the problem.

Covering the Country

The rate of new station building was slowed down considerably during the year. There were about 355 stations on the air on December 31. (Continued on page 318)

TWO YEARS STATISTICAL SUMMARY

Television	
1954	1953
7,300,000	7,215,000
\$238	\$280
\$1,737,400,000	\$2,020,200,000
(Jan. 1955)	(Jan. 1954)
33,200,000	27,666,000
11,587,000	15,914,000
*NBC Estimate — include installations in restaurants, hotels, etc.	

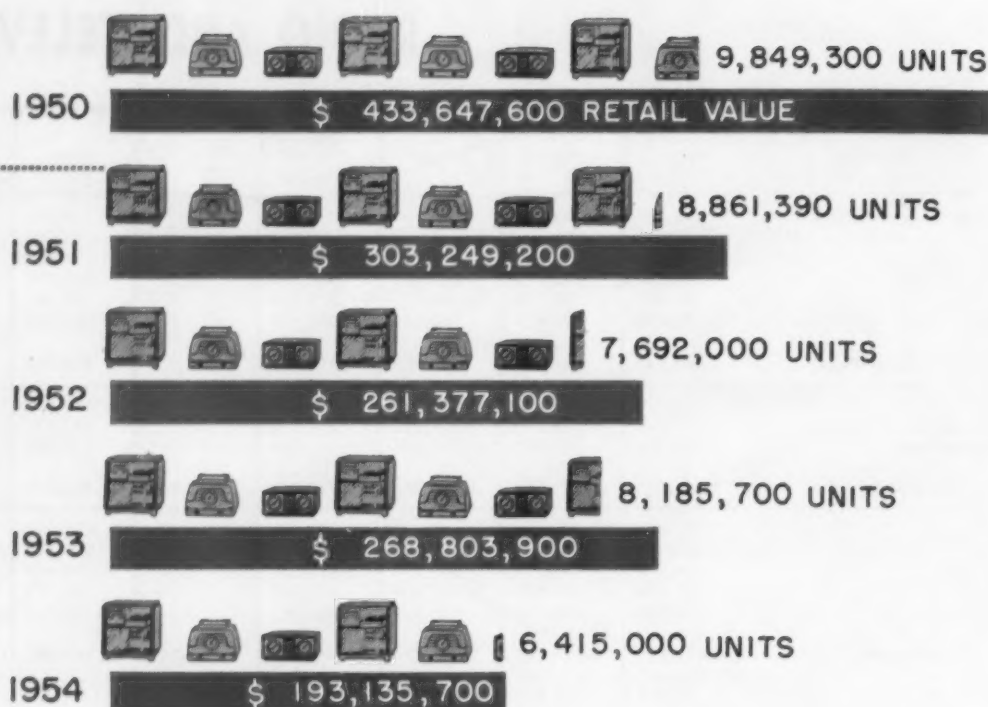
RADIO AND TELEVISION sales by states

STATE	1951	1952	1953	RADIO THREE YEARS	%	1951	1952	1953	TELEVISION THREE YEARS	%
Maine.....	62,379	58,931	34,591	155,901	.71	5,019	11,022	60,574	76,615	.43
New Hampshire.....	19,965	17,324	19,225	56,514	.26	15,848	22,706	22,396	60,950	.34
Vermont.....	15,403	14,619	15,797	45,819	.21	3,062	7,311	12,511	22,884	.13
Massachusetts.....	218,793	215,149	232,577	666,519	3.04	231,755	244,688	196,152	672,595	3.75
Rhode Island.....	37,493	29,759	42,477	109,729	.50	38,241	37,508	27,399	103,148	.57
Connecticut.....	88,632	90,461	100,840	279,933	1.28	122,815	126,876	94,124	343,815	1.92
New England.....	442,665	426,243	445,507	1,314,415	6.00	416,740	430,111	413,156	1,280,007	7.14
New York.....	857,927	827,256	960,139	2,645,322	12.08	776,419	736,956	595,293	2,108,668	11.76
New Jersey.....	223,146	236,798	271,332	731,276	3.34	237,171	242,864	180,112	660,147	3.68
Pennsylvania.....	566,780	524,971	563,553	1,655,304	7.56	540,489	531,021	548,845	1,620,355	9.04
Middle Atlantic.....	1,647,853	1,589,025	1,795,024	5,031,902	22.98	1,554,079	1,510,841	1,324,250	4,389,170	24.48
Ohio.....	408,449	428,206	460,936	1,297,591	5.93	475,043	462,010	381,204	1,318,257	7.35
Indiana.....	203,711	158,429	169,487	531,627	2.43	160,176	220,355	229,601	610,132	3.41
Illinois.....	448,572	443,912	562,751	1,455,235	6.65	350,643	348,412	426,867	1,125,922	6.28
Michigan.....	299,940	249,130	347,308	896,378	4.09	281,515	262,525	264,703	808,743	4.51
Wisconsin.....	171,583	142,331	146,751	460,665	2.10	86,614	95,361	173,710	355,685	1.98
East North Central.....	1,532,255	1,422,008	1,687,233	4,641,496	21.30	1,353,991	1,388,663	1,476,085	4,218,739	23.53
Minnesota.....	131,868	115,772	109,956	357,596	1.63	78,094	88,608	127,025	293,727	1.64
Iowa.....	127,425	106,057	86,359	319,841	1.46	85,702	106,571	160,581	352,854	1.97
Missouri.....	197,512	191,393	183,696	572,601	2.62	151,188	161,736	164,465	477,389	2.66
North Dakota.....	44,608	34,157	21,438	100,203	.46	42	338	20,698	21,078	.12
South Dakota.....	41,400	32,581	22,719	96,700	.44	922	1,574	21,071	23,567	.13
Nebraska.....	77,254	57,224	49,806	184,284	.84	45,301	52,862	63,954	162,117	.90
Kansas.....	116,761	91,523	73,993	282,277	1.29	24,513	38,916	104,642	168,071	.94
West North Central.....	736,828	628,707	547,967	1,913,502	8.74	385,762	450,605	662,436	1,498,803	8.36
Delaware.....	20,848	21,200	22,246	64,294	.29	15,796	19,756	15,685	51,237	.29
Maryland.....	100,193	109,659	107,774	317,626	1.45	95,492	109,389	79,219	284,100	1.58
District of Columbia.....	72,556	74,871	80,216	227,643	1.04	59,561	60,989	52,225	172,775	.96
Virginia.....	119,724	122,004	115,667	357,395	1.63	71,920	112,652	128,776	313,348	1.75
West Virginia.....	97,499	84,962	60,785	243,246	1.11	30,331	68,656	90,230	189,217	1.06
North Carolina.....	181,338	157,503	149,194	488,035	2.23	80,158	122,685	123,703	326,546	1.82
South Carolina.....	74,612	74,971	58,517	208,100	.95	18,349	30,781	65,670	114,800	.64
Georgia.....	169,096	184,289	132,097	485,482	2.22	65,828	109,508	118,731	294,067	1.64
Florida.....	170,923	178,503	156,071	505,497	2.31	51,305	97,232	137,402	285,939	1.60
South Atlantic.....	1,006,789	1,007,962	882,567	2,897,318	13.23	488,740	731,648	811,641	2,032,029	11.34
Kentucky.....	106,616	109,963	99,647	316,226	1.44	61,284	83,254	90,992	235,530	1.31
Tennessee.....	141,865	125,807	116,859	384,531	1.76	47,918	77,596	114,355	239,869	1.34
Alabama.....	126,287	123,824	91,592	341,703	1.56	41,938	75,311	96,592	213,841	1.19
Mississippi.....	72,265	65,782	54,661	192,708	.88	6,525	24,460	48,043	79,028	.44
East South Central.....	447,033	425,376	362,759	1,235,168	5.64	157,665	260,621	349,982	768,268	4.28
Arkansas.....	74,575	68,629	52,969	196,173	.89	8,681	16,394	50,777	75,852	.42
Louisiana.....	127,013	128,087	105,742	360,842	1.65	27,715	65,048	103,197	195,960	1.09
Oklahoma.....	108,574	96,835	75,351	280,760	1.28	45,717	101,056	114,426	261,199	1.46
Texas.....	404,190	373,541	320,990	1,098,721	5.02	123,952	290,941	378,958	793,851	4.43
West South Central.....	714,352	667,092	555,052	1,936,496	8.84	206,065	473,439	647,358	1,326,862	7.40
Montana.....	39,367	26,165	25,619	91,151	.41	123	193	11,652	11,968	.07
Idaho.....	31,056	24,090	16,021	71,167	.33	52	1,452	26,301	27,805	.15
Wyoming.....	17,518	14,224	11,598	43,340	.20	77	2,507	4,058	6,642	.04
Colorado.....	84,692	53,290	52,313	190,295	.87	64	98,216	71,456	169,736	.95
New Mexico.....	33,699	27,661	24,728	86,088	.39	4,225	9,425	21,875	35,525	.20
Arizona.....	38,741	47,319	34,710	120,770	.55	12,561	25,141	38,992	76,694	.43
Utah.....	39,015	27,894	23,371	90,280	.41	22,673	38,554	38,683	99,910	.56
Nevada.....	9,221	8,925	9,278	27,424	.13	122	111	11,483	11,716	.06
Mountain.....	293,309	229,568	197,638	720,515	3.29	39,897	175,599	224,500	439,996	2.46
Washington.....	141,779	96,283	103,316	341,378	1.56	55,412	111,379	145,944	312,735	1.75
Oregon.....	104,999	67,968	56,500	229,467	1.05	40	44,413	86,691	131,144	.73
California.....	520,948	506,562	609,150	1,636,660	7.47	437,172	577,186	514,512	1,528,870	8.53
Pacific.....	767,726	670,813	768,966	2,207,505	10.08	492,624	732,978	747,147	1,972,749	11.01
UNITED STATES.....	7,588,810	7,066,794	7,242,713	21,898,317	100%	5,095,563	6,174,505	6,656,555	17,926,623	100%

Radio and Television Set Shipments to Dealers as reported by Radio-Electronics-Television Mfrs. Assn.

Radio

Both unit sales and dollar volume drop sharply in 1954 but most people in the industry look forward to a better year in 1955



RADIO sales, which took a step ahead in 1953, took two steps backward in 1954.

Factory sales of home, portable and clock sets totaled only 6.4 million last year, as against almost 8.2 million in 1953. This drop, coupled with a somewhat lower average price, pushed the industry's volume at estimated retail value down to \$193.1 million, compared to \$268.8 million in 1953.

On the brighter side it must be noted that radio began to show some signs of recovering as the year wore on and final figures are better than those at the end of three, four or five months would have indicated.

Looking Ahead

In addition, the annual "guesstimates" of sales in 1955 made by sales managers attending RETMA's annual fall meeting show that the group looks for better radio performance in 1955. Averaged out, their guesses pegged radio output at 6.9 million in 1955 (plus 3.8 million auto sets).

Some long range guesses are even more optimistic. Frank Mansfield of Sylvania feels that from 1957 through 1959 sales will average 7.8 million a year and that from 1960 to 1962 the average will be 8.5 million. In any such projection the job of merely replacing worn out radios provides an encouraging base for predicting future sales levels.

One more indication of how business has slipped can be seen by reference to a recent RETMA report showing average dealer sales for the year ending June 30, 1954. The association's dealer census showed that there were 107,100 firms engaged in selling radio and/or television. In the year ending June 30 the average dealer

sold 61 radios, exclusive of auto radios. This compares to a figure of 74 for the previous year ending June 30, 1953. Although the census does not break dealers down as exclusively radio or TV dealers, it does indicate that 43.9 percent of the outlets selling radio and/or TV were appliance-radio-TV stores, 18.9 percent were furniture stores, 11.1 percent were hardware stores; 10.1 percent were department and general merchandise stores and 16 percent were classified as miscellaneous types.

Sharing the Market

Although all types of radio suffered setbacks in 1954, portables performed relatively better than the home or clock sets. Portable production was off only 12.4 percent while clock, home and auto types were all off by more than 30 percent. This change accounted for a slight shift in the share of total business done by each type. Home sets accounted for 48.95 percent of the 1954 total; in 1953 these sets made up better than 53 percent of the total. Portables climbed from 21.2 percent of the market at 23.77 percent and clock sets also increased

their share of the market (from 24.93 to 27.28 percent).

Thus the 1954 and 1953 figures show little significant variation. If you go back three years, however, you will find that the complexion of the market has changed quite rapidly. In 1951 clock radios accounted for less than nine percent of the total, portables took only 15 percent and home sets accounted for almost 77 percent.

Penetration vs. Saturation

In radio, where a 90 plus "saturation" has prevailed for at least eight years, emphasis nowadays is on "penetration." A study conducted last May (for the Advertising Research Foundation by Alfred Politz Research, Inc.) showed that 94.7 percent of households had radio sets in working order. That meant a total of 100,920,000 sets in working order, including 26,180,000 auto sets. In TV households, 97.1 percent have at least one radio in working order, 75.6 percent have two or more and 42.8 percent have three or more. In radio-only households 52.5 percent have two or more and 20 percent have three or more.

Of particular interest is the fact

that in radio-TV homes about 80 percent of the radios are not in the same room as the TV set. Radio has moved all over the house in these proportions:

Automobiles	26,180,000
Living rooms	25,320,000
Bedrooms	21,560,000
Kitchens	16,100,000
Dining rooms	4,390,000
Dens, studies, libraries	1,450,000
Other locations	5,920,000

Other breakdowns in the study indicate that 98.8 percent in the upper economic brackets own radio while in the lowest income group only 85.7 have sets. Ownership is highest in the North Central region (96.9 percent) and lowest in the South (90.8 percent). Metropolitan areas have a 95.6 saturation, rural areas (population under 2500) have only 92.1 percent.

Where They Go

Once again the Middle Atlantic region (including New York, New Jersey and Pennsylvania) led all other areas in its share of the national market. Calculations based on factory shipments show that the Middle Atlantic area last year accounted for 29.23 percent of the national total, a gain of five percent over the 1953 figure. This gain, coupled with a loss of two percent of the national total suffered by the second-ranking East North Central region put the Middle Atlantic well out in front. Only other region to show a gain was New England (up from 6.33 to 7.20 percent of the total).

Broken down by states, these figures show that New York once again took the biggest share of the national total.

(Continued on page 318)

TWO YEARS STATISTICAL SUMMARY

Radio Receivers	
1954	1953
3,140,000.....	HOME Units Produced.....
\$28.75.....	Average Retail Price.....
\$90,275,000.....	Retail Value.....
1,525,000.....	PORTABLE Units Produced.....
\$31.83.....	Average Retail Price.....
\$48,540,700.....	Retail Value.....
1,750,000.....	CLOCK Radios Produced.....
\$31.04.....	Average Retail Price.....
\$54,320,000.....	Retail Value.....

FASCO

IS THE LINE!

FANS?

NEW FOR

55



THE NEW FASCO
MODEL 2047 PORTABLE

*All Sizes . . . All Styles
and Priced to Sell!*



Floor stand for
portable models



Model 2069
WheelaBreeze



Accessory window panel for
Models 2046, 2047



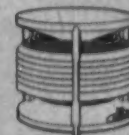
Model 1769 WheelaBreeze



Model 1246, 1746



Model 167



Model 56



Model 127



Model 169



Model 124

- ELECTRICALLY REVERSIBLE!
- PUSH-BUTTON CONTROL!
- 3-SPEED OPERATION!
- SAFETY GUARDED BACK AND FRONT!

NEW! VERSATILE! MODEL 2069 WheelaBreeze



A 20" fan of many uses. Manually reversible . . . use in front of window for intake or exhaust. Wheel it easily to any room. Swivel fan toward ceiling for air circulation. 3 speeds, push-button control, safety guarded back and front.

FASCO brings you a complete new line of fans to cover every prospect's need. Versatile portables that can be used with accessory panels in windows, floor stand fans, oscillators, floor fans and pedestal fans—let your customer name it and you've got it . . . with FASCO! New features, new styling, new eye-appealing color, right prices . . . plus a 5-year guarantee on most models make FASCO fans for '55 easier than ever to sell!

SEE THE COMPLETE FASCO LINE AT THE
HOUSEWARES SHOW—BOOTHS 229-231

FASCO
INDUSTRIES, INC.

1215 Augusta Street
Rochester 2, N. Y.

**Profit
from the only
Exclusive
Washer in the
Business**



VISIT US

January 3 to January 14

IN SPACE 510-A

American Furniture Mart—Chicago
or at the Congress Hotel



Sure... you handle both Automatic and Wringer Washers.
But you don't have a COMPLETE line without the Dexter
Twin-A-Matic. No other home unit washes as much — as fast!
The Dexter Twin-A-Matic is unique — an exclusive sales
and profit-maker that belongs on your team. See them in Space
510-A at the American Furniture Mart or at the Congress Hotel.

DEXTER

DIVISION

PHILCO CORPORATION FAIRFIELD, IOWA

Magnetic Recorders

Sales hit a record 470,000 units as appliance stores take the sales lead. Better distribution and merchandising, play-back models, pre-recorded tapes and lower prices make for a bright future

THE remarkable growth of the magnetic recorder industry continued unabated throughout 1954. Sales raced ahead to an estimated 470,000 instruments, a gain of more than 70 percent over 1953 unit sales of 275,000. While this was a tremendous and heartening increase, it was not nearly as great as it might have been had the brakes been taken off production and the marketing wheels sent to turning more smoothly and efficiently.

For radio-TV appliance dealers, 1954 was the year when they definitely took the lead in sales. Camera stores and music stores still are important dealer outlets but nearly all manufacturers surveyed relegate them to second and third positions, at least in terms of sales of units used in homes.

What Held Them Back

Three things, principally, kept the industry from even greater sales gains last year:

- Production slowdowns—all manufacturers surveyed said their production had been decelerated somewhat during the year by lack of components. Reason, apparently, was that some component manufacturers placed a higher priority on orders from other industries.
- Distribution—although some recorder manufacturers made other consumer electronic products for many years and simply use their well-established distribution channels for magnetic recorders, there are others that have not yet achieved mass distribution.
- Lack of merchandising—too few dealers actively merchandise tape recorders in comparison to the job they do on some other appliances. Those that did concentrate on recorders racked up some healthy sales. So far, most manufacturers have given little help to dealers except through national advertising.

Will This Change?

Yes, all three of these factors will undoubtedly change, and for the better, this year. Component manufacturers seem to have gained confidence in the industry. One reason for this may well be that more "big names," companies long established in the radio-television-phonograph side of the appliance business, are now making magnetic recorders. 1955 will probably see even more of them enter the race. And the success of re-

corders, especially in the home market, thus far made its influence felt, too.

Distribution is bound to improve, just as it did last year. In the first place, manufacturers are working hard to fill already existing pipelines. Successful dealers haven't hidden their lights under bushels, either, and success frequently breeds success.

Once production problems are minimized—and manufacturers think they will be this year, at least in terms of supply—there'll be more and more promotions and merchandising devices to aid the dealer. One major manufacturer, for example, developed a "tape recorder center" for use on the dealer's floor late last year and the display aroused considerable enthusiasm among dealers, many of whom bought them.

Manufacturers will throw more emphasis on sales training, better displays and more demonstrations this year. They'll make stronger efforts to show dealers how and why they should sell magnetic recorders. They all tout recorders in their advertising and printed matter on the strength of its great variety of uses but they agree, for the most part, that at the dealer level this story is weak.

Several makers admitted, frankly, that they have been at fault. The dealer can't be expected to sell if he hasn't been properly trained, they said.

What About Prices?

In common with most other industries, magnetic recorders carried price tags that kept them out of the reach of the mass consumer market for several years. Prices declined sharply, then leveled off and, until last year, most lines started at well over \$150. Now, however, that picture is changing. There are recorders on the market for under \$100 and this year will probably see a spate of units made to sell for even less.

Low-priced units will undoubtedly give a big boost to mass market sales, this is traditional in marketing any product. But there's no proof yet that low price alone is the keystone that will capture and keep that market.

What about quality? It's been proven repeatedly that tape is superior to a phonograph disc if recorded and played on an instrument of high fidelity. If low cost units can be made without sacrificing quality, fine, but if not, the consumer may lose some of his interest in tape

And then there is the problem of profit to the dealer. Will he be willing to merchandise and spend demonstration time on a low-profit item? If he can make more profit on a relatively costly instrument and still find plenty of takers, the low end merchandise is bound to suffer.

Some manufacturers insist that, with today's production methods, some components are high-priced and prohibit low-cost, high-quality units. All, of course, constantly experiment with new production ideas and the future of pricing may well lie in the engineering laboratories rather than in any other department.

It seems likely that a price structure and line of merchandise closely akin to that of phonographs today will finally emerge. There will be low-cost units of relatively inferior quality ranging up to high-cost units with excellent quality. The buyer will decide how many of each will be sold.

Play-back Units

There's been lots of talk but not much done, nationally, about play-back machines—units that cannot record but simply play a pre-recorded tape. Last year saw this phase of the industry take great strides and it will likely go still farther this year.

The units themselves have been

on the market for some time and their cost is, understandably, lower than the complete recorder-play-back instruments. Their sale was depressed, however, because of the fact that too few pre-recorded tapes were available.

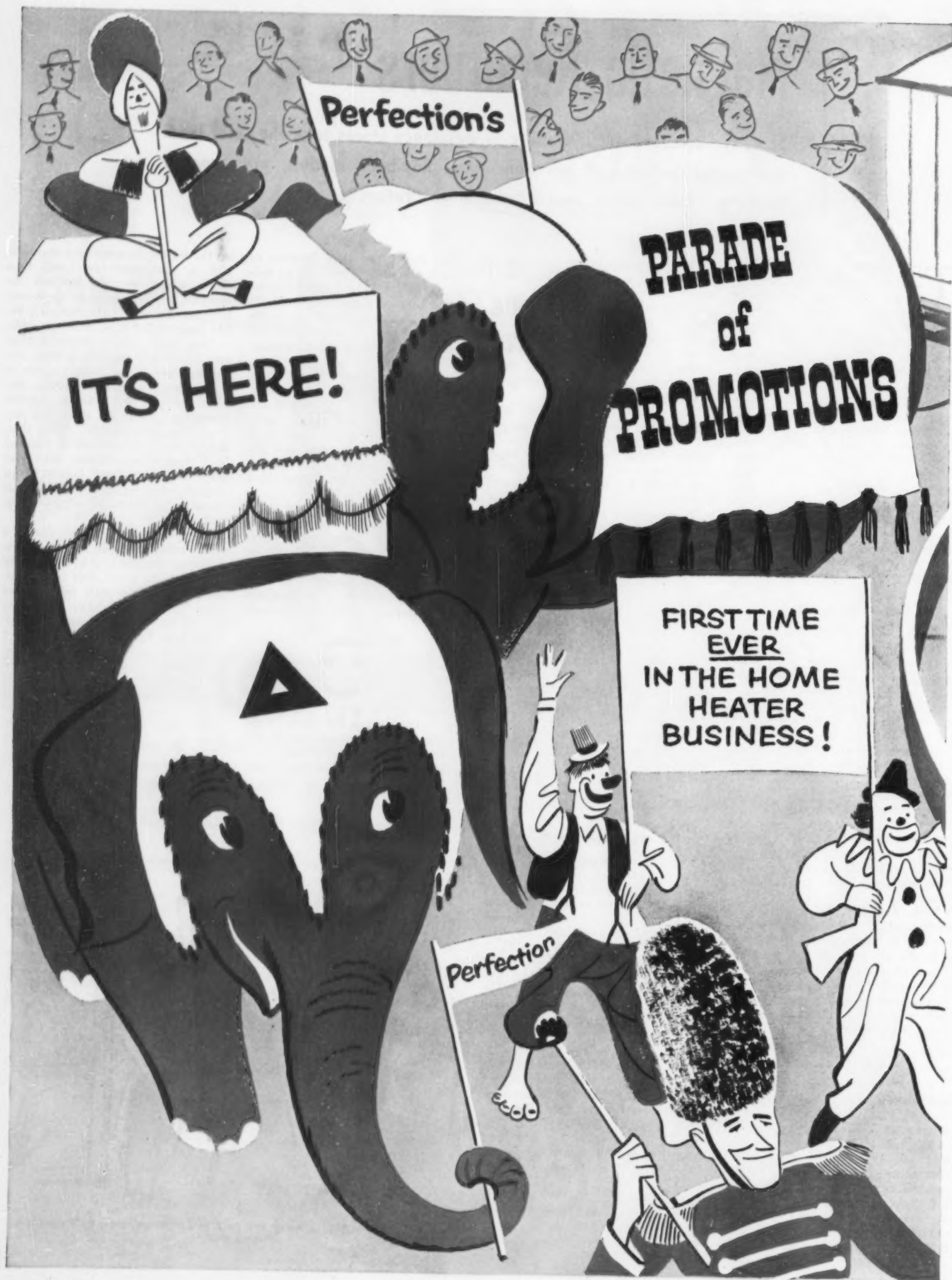
Now, with more companies than ever releasing pre-recorded tapes, including some of the biggest names in the phonograph record business, demand for play-back units is steadily mounting. There are some 700 percent more tapes available today than there were a year ago and they appeal to all types of music lovers. Selections range from Dixieland Jazz through modern compositions and traditional "longhair" symphonies and other classical music.

The play-backs, however, throw a sizable monkey wrench into the whole marketing concept used so far. They're not versatile, since they can't immortalize Junior's early gibberish or other "precious memories." So they have to be sold on a completely different basis that puts them in direct competition with disc phonographs. It's probably too early to forecast their popularity but no one in the industry discounts their importance in the market and some go so far as to predict that they will eventually replace, to a large degree, the disc-

(Continued on page 123)



"NOTE ESPECIALLY THE FULL SOUND AND LACK OF DISTORTION—EVEN FROM LIPPY THE LION'S ROAR."







For the 3rd straight year... Electric ranges

with **Monotubes[®]**

Take a good look at the new '55 electric ranges! And note especially the *top* of the ranges! Once again you'll find MONOTUBE Surface Cooking Units on more *models* ... of more manufacturers, and these include *most* of the industry leaders.

Good basic features sell ranges, and MONOTUBES give you such features. Smart dealers will remember this (and will remember that *for three straight years, ranges equipped with single-coil surface units have outsold all others*) when they pick their own "best sellers" for '55.

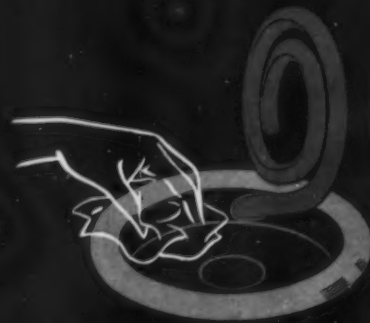
Here's why Monotubes help dealers

easier to USE!



Monotube's single-coil (with all-over heat at every control setting) is easier to use and understand; cooks foods faster, more uniformly.

easier to CLEAN!



Monotube's "swing-away" hinging means easier cleaning of the unit and pan. Note the simplicity of construction, complete safety.

*Boost your
Range
Sales ... with*

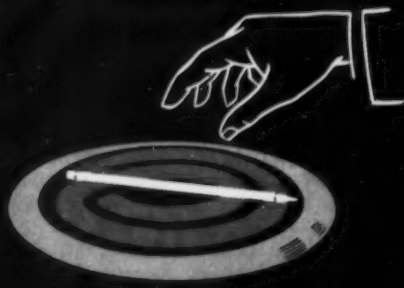
Monotubes[®]

lead the field!



sell more ranges!

easier to SELL!



Monotube's easily demonstrable features appeal to women. Play up these exclusive advantages and you'll sell more ranges this year.

TUTTLE & KIFT, INC.

A Subsidiary of **FERR** Corporation

1835 N. MONITOR AVENUE

CHICAGO 39, ILLINOIS

ELECTRICAL MERCHANDISING—JANUARY, 1955

Magnetic Recorders

CONTINUED FROM PAGE 119

playing machines.

This will surely be a red-letter year for pre-recorded tapes. Demand for them is growing and the addition of more low-cost playback machines should press the recording companies to build their libraries as fast as possible.

Who Buys and Where

The east coast still seems to lead in sales with the midwest, west coast and south following, in that order. For some years the heavily-populated urban areas soaked up most of the recorder sales but many manufacturers and dealers, alike, now report that small towns and cities have caught the urge to buy.

While the upper income group led the sales parade until last year, with the middle and lower income groups trailing, the emphasis has shifted. Most reports place the bulk of home recorder sales in the huge, influential middle income group—heart of the mass market. Next is the upper group with the lower category still in third place.

Any Storms Ahead?

The industry is still plagued with problems and some of them won't evaporate overnight. From a straight entertainment point of view, the instruments are still too complicated to appeal to one and all. True, most anyone can learn to operate a recorder in a few minutes but, at best, it's a more involved procedure to thread a tape than it is to flip a disc onto a turntable.

Then there's the question of easy selection. Discs are, or at least can be, brief and selection is a cinch. But tapes run for much longer periods of time, usually, and the novice is annoyed and irritated by having to wind off yards of tape to find what he wants to play.

No one yet has the answer to simplification of selection—or if he has, he's not talking about it. Cartridges that also eliminate threading have been tried but they offer additional problems of snarling and tangling.

Many dealers don't like to handle the service operation because there's little or no standardization of parts. They're not troubled by any particular technical problem but they're justifiably annoyed that they must carry huge inventories and treat as many different ailments as there are brands on the market.

Varying tape speeds are another headache, particularly in respect to pre-recorded tapes and playback units. Until the industry standardizes speeds, they'll have droves of discomfited users.

After the Storm, Blue Sky

The newly formed Magnetic Recording Industry Association should do much to clear up many of the serious problems. One of the first entries on its agenda is that of standardization of speeds and of equalization curves.

The association is too new to report much actual progress but it is heartening to know that the industry leaders have finally gotten together for the betterment of the total market.

Despite handicaps and problems, magnetic recorders now offer a lucrative line for appliance dealers and they are in the happy position of being in the driver's seat. Predictions for sales this year range as high as 600,000 units and the manufacturers haven't even cracked open their bag of surprises.

Some of the new uses, applications and radical equipment still in the drawing board stage sound as zany as jet-propelled planes did 15 years ago. But they're real now. End

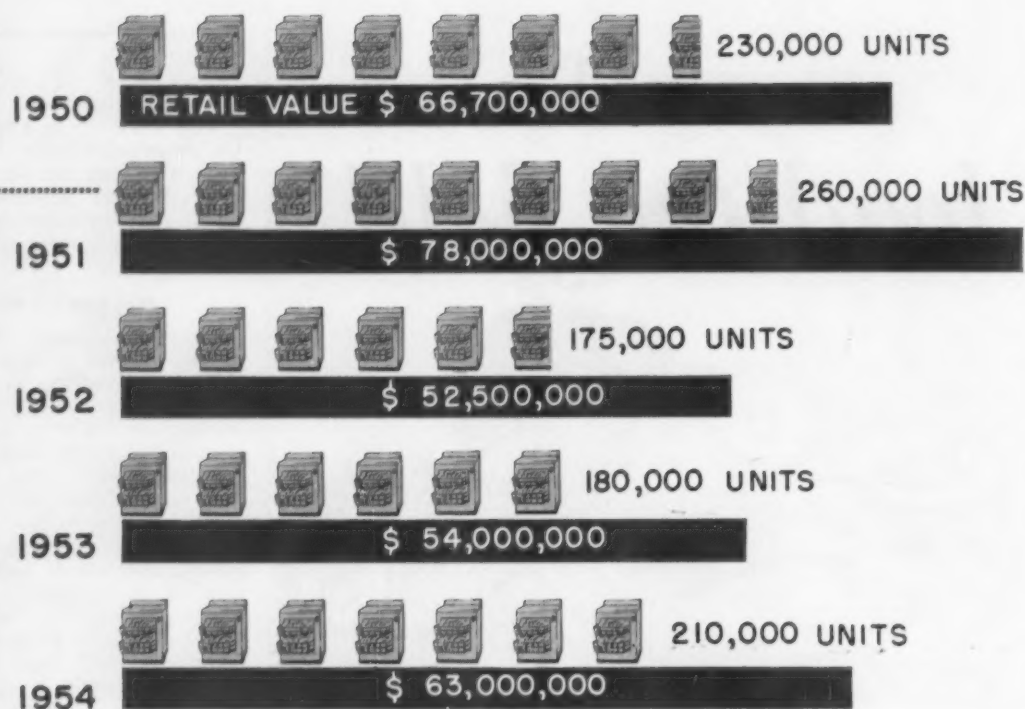
REFRIGERATORS HOME FREEZERS



"THIS IS OUR INFLATION SIZE MODEL. HOLDS WHAT YOU CAN AFFORD TO BUY."

Dishwashers

Sales rise 16.6 percent to 210,000 units although portable units take a slightly smaller share of total volume. Industry estimates sales of a million units a year in early 1960's.



WERE it not for the fact that the dishwasher will eventually and inevitably sell at the rate of over one million units a year—and do it, probably, by 1960 or, at the latest, 1964—its limping and halting progress since the end of World War II would hardly justify the cost of manufacture.

Once again in 1954 it resumed an upward course toward the million-a-year mark with an increase of 16.6 percent for sales of 210,000 units and a retail value of \$63,000,000. In only three other years of its history have sales topped 200,000—1948, 1950 and 1951—and saturation today is only 3.5 percent of the nation's wired homes.

However, as Hotpoint's John McDaniel has pointed out, the acceptance pattern of the dishwasher has increased 100 percent in the last four years. If that rate continues there should be 3,000,000 of them in use at the end of 1958, which would put saturation above the mythically magic 10 percent point at which sales are theoretically supposed to start booming.

Chances for Boom

Two important developments in recent years have enhanced the possibilities for a rapid increase in dishwasher sales. First is the development of the mobile or portable dishwasher, which, although it is decried by those manufacturers who don't have one and praised by those who do, has had some effect in introducing the appliance to people who either can not or will not buy a permanently installed unit. According to some makers the portable played a less important role in 1954 than it did the previous year, accounting for somewhere between 10

and 15 percent of total sales, but the fact remains that more manufacturers are producing portables than ever before.

The second important development is the expansion of some manufacturers into pump-drain models. These simplify and reduce the cost of plumbing and therefore open the market a little wider.

Portable models, of course, must include pump drains since they empty directly into the kitchen sink. A pump (plus casters, hoses, etc.) raises the cost somewhat so that in actual purchase price a portable frequently represents little or no saving over a plumbed-in model.

Plumbing costs continue to be a sales obstacle, although one manufacturer says, "this has been and will be successfully met through the automatic pump-out models. This, together with aggressive dealers finding ways and means of packaging the price to include installation will make 'the installation bug' less of a factor."

Another maker says flatly, "Installation cost is a major deterrent to sales. We know of no place where substantial progress has been made to overcome this obstacle." But, says another maker, in Philadelphia plumbers

charge a flat installation fee of \$25, which is far below the national averages estimated by Hotpoint as between \$65 and \$70.

According to still another manufacturer, "The high cost of installation obstacle does not exist in most rural areas. There are many dealers in small towns who will install dishwashers at no charge. The high cost of the installation is an obstacle that exists only in the larger markets where union codes practically prohibit the sale of this appliance."

Who Sells Dishwashers?

In some quarters of the industry a suspicion exists that builders sell more dishwashers than any other type of outlet. It doesn't need to be a suspicion. It is a fact. One maker breaks down the distribution as follows: appliance dealers, 25 percent; department stores, three percent; plumbers 12 to 15 percent; furniture stores about five percent; builders around 35 percent. A second manufacturer says, "Probably 65 percent of dishwasher sales are made to home builders." And a third says, "I would estimate that 75 percent of the dishwashers being sold are being sold to builders to be included in new construction. The

remaining 25 percent is sold by appliance dealers and department stores." The comment most favorable to dealers comes from the manufacturer who says they sold 54 percent of 1954's dishwashers while builders got 45 percent and department stores and others got one percent. This healthy dealer percentage, he says, represents a gain from 47 percent in 1953.

So long as home building continues at its million-or-more a year pace, the dishwasher is going to be a natural promotional feature for the builder and so long, too, as installation makes problems, it's going to be easier and cheaper for the builder to install a dishwasher than anyone else. However, even if, as one manufacturer estimates, dishwasher sales to old homes account for only eight to ten percent of sales, the builder is doing the appliance dealer and the manufacturer a service. He, better than anyone else, can help keep production high enough to make the appliance worth producing and can build the acceptance that eventually will develop a substantial volume in both original and replacement sales for the dealer.

As things stand now, the consumer has to make his own arrangements for installation 48 percent of the time, according to Hotpoint surveys. This, says Hotpoint, represents an increase of 12 percent over last year, despite the fact that installations by appliance dealers increased eight percent in the same period.

Pattern of Sales

The monthly sales pattern at the manufacturer level, which in 1953 showed March and June as the top months with 13.80 and 10.61 percent (Continued on page 128)

TWO YEARS STATISTICAL SUMMARY

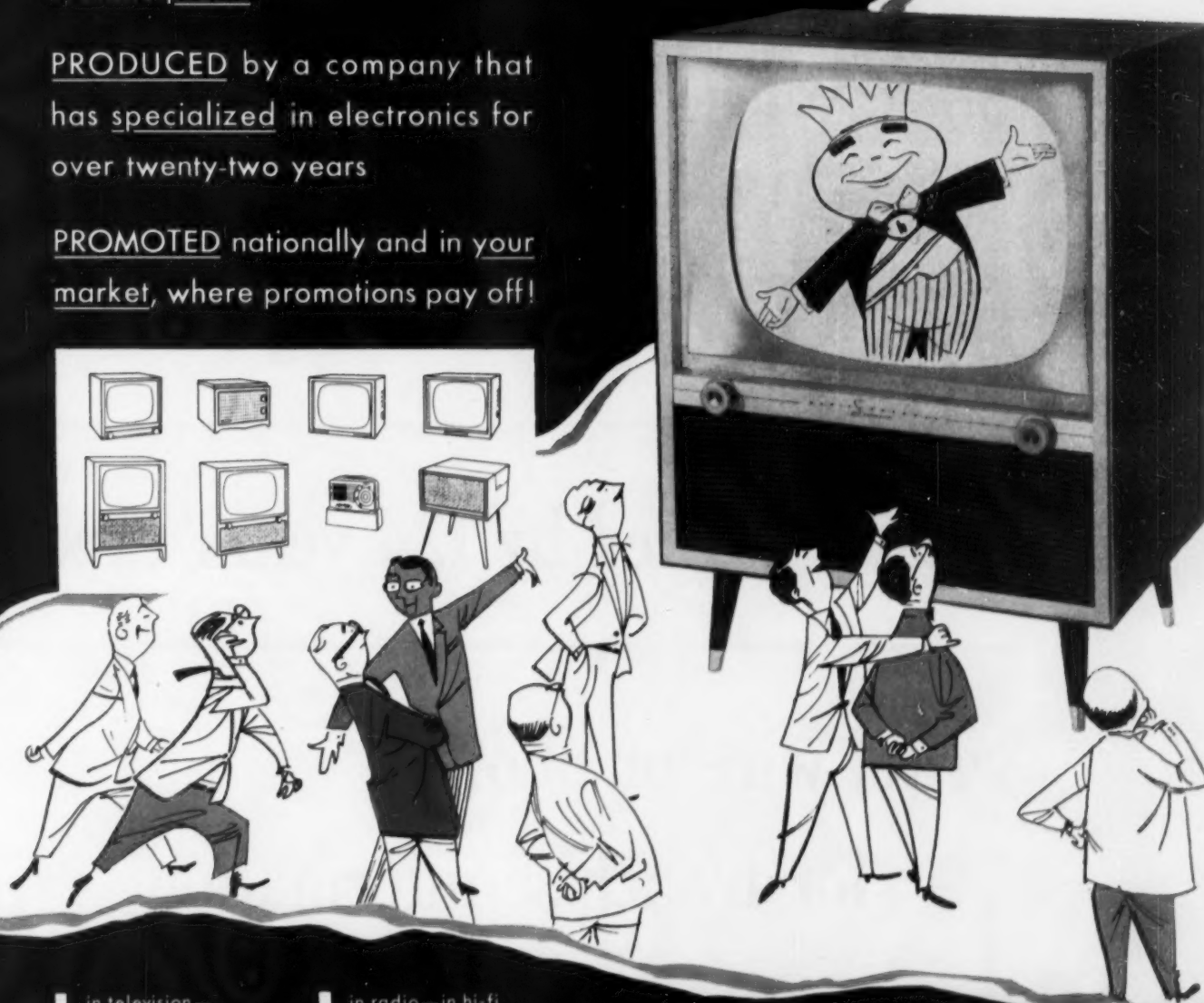
Dishwashers	
1954	1953
210,000.....	Units Sold.....180,000
\$300.....	Average Retail Price.....\$300
\$63,000,000.....	Retail Value.....\$54,000,000
(Jan. 1955)	(Jan. 1954)
1,572,500.....	Homes Owning.....1,380,000
43,214,500.....	Homes Without.....42,200,000

here's hallicrafters for '55

PRICED to give you volume and
realistic profits

PRODUCED by a company that
has specialized in electronics for
over twenty-two years

PROMOTED nationally and in your
market, where promotions pay off!



in television— in radio—in hi-fi
see **h**ear see **h**allicrafters • 4401 West Fifth Avenue, Chicago 24

If you would like...

fullest coverage with a shorter line

full price protection

90-day free floor plan

special low-cost financing

quality backed by 124 years' experience

write, wire or phone

for franchise information



INTERNATIONAL HARVESTER

Refrigerators • Freezers • Air Conditioners

(Refrigerators, Freezers,
Air Conditioners!)

(You can't lose
if prices change!)

(No heavy cash
investment needed!)

(Wholesale and retail—
through IH Credit Corporation!)

(International Harvester is
one of America's 10 largest
manufacturing companies!)

SEE THE LINE FOR '55
DURING THE MARKET
ROOM 549-B
American Furniture Mart



Refrigeration Merchandiser

International Harvester Company
180 N. Michigan Ave., Chicago 1, Illinois

Ronald Colman on CBS-TV



Wins Friends— and Customers

Fan mail is pouring in for "The Halls of Ivy" and its popular stars, Ronald Colman and Benita Hume. International Harvester, the sponsor, receives hundreds of letters from potential refrigerator customers, and dealers from coast to coast are reporting increased traffic. This comedy-drama is telecast over 87 of the nation's leading CBS-TV and affiliated stations Tuesday nights at 8:30 (EST) — and sends refrigerator, freezer, and air conditioner commercials into millions of homes.

A Big 12-Footer That Fits in the Space of an 8



(And sells for the price of a 10!)

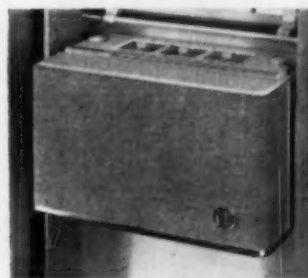
The new International Harvester A-120-D is finding a ready market this year, as families everywhere go in for bigger refrigerators. This one is large — 12-cubic foot capacity — yet only 29½ inches wide, so it fits in any kitchen. And the price is suprisingly low for a completely automatic refrigerator! Tops in the new IH fuller (but shorter) line for 1955.

Six New Flavor-Saver Freezers!

Just six models—four chests and two uprights—cover the bulk of the freezer market! And every model is a true IH "flavor saver." With an International Harvester, the flavor you put in is the flavor you take out—food can't change because the temperature never varies more than a single degree or two. The finest freezers—and the most powerful sales story—for 1955!



New "No-Draft" Cooling



IH brings you the big news in air conditioners, too—with new designs that send air up and out, gently, from the top, so there's never any draft. Healthier, more comfortable, more saleable! A complete line including *All-Seasons* models that heat as well as cool. Pre-season terms and sales-getting promotions for volume all through the year. If you're not in on this volume item, call your IH Distributor or District Office now.

hot water in a hurry!

new... *electric* TEA KETTLE

automatically whistles when water boils



FOR MAKING INSTANT
OR DRIP COFFEE—TEA,
COCOA



WEST BEND

HEATS 2 WAYS

- as an electric appliance
- on surface unit of range (without plug-in)



AS VAPORIZER
FOR SICKROOM AND NURSERY



LEAVES AN EXTRA
RANGE UNIT FREE

Speedmaster® ELECTRIC TEA KETTLE

Start early to spark sales for '55 with the new West Bend Speedmaster electric tea kettle that provides hot water FAST wherever there's an electric outlet. Self-protecting tubular immersion-type element heats a full quart of water in less than six minutes. Element is encased in nickel alloy to resist corrosion. Black plastic handle. Trigger operates spout cap to fill or pour. Made of gleaming chrome on solid copper with natural copper bottom. 2½ quart capacity. Makes the perfect range sale giveaway item — write today for details.



WHEN LAUNDERING
DELICATE FABRICS



STEAMING OF FABRICS
(with spout cap propped open)



NUMEROUS USES IN THE
KITCHEN, AT LAKE COTTAGE
OR CITY HOME

Includes cord and excise tax

\$10.95

WEST BEND ALUMINUM CO.
DEPT. 181, WEST BEND, WISCONSIN

Dishwashers

CONTINUED FROM PAGE 124

of total sales, might be taken to reflect big sales to builders in these big building months. Retail sales, on the other hand, were biggest in December (9.58 percent) and September (9.34 percent) and lowest in January (6.81 percent), August (7.56 percent) and May (7.83 percent). In the past four years the dishwasher has established no set pattern of retail sales. In 1952, for example, the best month was July. In 1951 it was October. In 1950 it was December.

Future Sales

One of the criticisms most often leveled at the dishwasher by non-owners is that "it won't do the job" and perhaps the lack of aggressive merchandising by dealers indicates that they've been infected by a similar belief. For certain it is that the dishwasher must be sold, sold by real specialty techniques, including both home and store demonstrations. If the dealer wants to sell dishwashers he's got to do it himself, because industry volume does not yet justify the large expenditures for national advertising which supports big-volume appliances like refrigerators and clothes washers. His customers are not going to come in pre-sold.

As for the doubts about dishwasher performance, a recent test study made by the Ohio Agricultural Experiment Station and Ohio State University in cooperation with NEMA should scotch them all. The experimenters selected 10 housewives with families of four to six and for 30 days watched them do dishes by hand. Then they installed dishwashers. After giving them four to six weeks to get used to the machines they watched them for another 30 days. They found that their human guinea pigs washed an average of 127 items a day when doing them by hand, 114.5 per day by machine (less because it was in the summer when meals were lighter). Hand washing—which included all the time from clearing the table to the final wiping of the kitchen counters—took an average of 73.2 minutes a day. Machine washing—covering all the same activities—took an average of 35.6

minutes a day, a saving of 51.3 percent. Weighting the figures to allow for the smaller number of items washed by machine, the surveyors came up with a computed saving of 44.2 percent.

This time and labor saving should, of course, be the biggest argument in favor of the dishwasher, but the observers found other advantages which are important sales arguments. They found, for example, that bacteria count on machine washed dishes was significantly lower than on hand washed dishes. They found that the number of tea towels used in a 30-day period dropped from 42 used when dishes were washed by hand to 24 when a machine did the job. And, finally, the women who cooperated in the test commented on their feelings of freedom, savings of work and time even before they knew how much time they had saved.

Using the Dishwasher

One point the survey emphasizes which should be taken by heart by anyone in the business of selling dishwashers is that the new dishwasher owner must change her habits of work if she is going to get the most out of it. She must be taught to use the machine to its fullest capacity, to wash everything possible in it. Further, the appliance should not be oversold. The ten women who participated in the Ohio test found it necessary to pre-rinse certain items, even though the directions said they didn't need to. "Badly stuck or charred food on utensils always needed special pre-treatment," in the words of the report by Elaine Knowles Weaver and Clarice E. Bloom. Admitting the things that a dishwasher won't do, as well as emphasizing the things it will do, will help keep the appliance sold in consumer homes. And until it gets to the magic million-a-year mark when national advertising can take over part of the job, the appliance dealer will have to do the selling, do it in a specialty manner and do it so that his strongest advertising, word of mouth, works for him not against him.

End



"WE KEEP THEM FOR SENTIMENTAL REASONS. JOHN SAYS THEY SHOW HOW LUCKY I AM, AND I SAY THEY SHOW HOW HARD I'VE WORKED!"

**NORGE
GIANT
SWINGS
INTO
ACTION!!**

"...and it's only the beginning!"

says Jud Sayre, Pres.



Gentlemen:

In 1954 Norge's percentage of sales increase literally dominated the appliance industry. The so-called "sleeping giant" awakened with a roar!

But let's look ahead to 1955. Norge gives you a great new selling team...new product features...bigger and better advertising...crowd-building promotions...and great new leader models that will have customers beating down the doors in every Norge Dealer's store!

Now, about the dealer himself. We at Norge know that our growth depends on one fundamental...that dealers have to grow and prosper, too!

Yet, despite higher sales, dealers' net profits have been shrinking...steadily, year by year. Today the problem is acute. And we at Norge are fully awake to it; we feel our responsibility to our dealers. We intend to fight this situation with positive measures.

We're studying this problem of dealer profits. And we intend to solve it for Norge dealers in 1955.

BETTER SEE ABOUT A RED-HOT NORGE FRANCHISE TODAY!

NEW NORGE TEAM



R. C. CONNELL
Vice-President—Sales



HAROLD BULL
Director of Distribution



WILLIAM C. CONLEY
Director of Product Managers



JACK S. PETERSEN
Manager—Dealer Development



ROBERT J. RUNGE
Director of Advertising



WALTER C. FISHER
Manager of Key Accounts



V. F. PETERSON
Product Sales Manager—
Automatic Washers



HAL L. BIDDLE
Product Sales Manager—
Automatic Clothes Dryers



B. H. MELTON
Product Sales Manager—Ranges



E. N. GUILD
Product Sales Mgr.—Home Freezers



ROBERT F. MCINTOSH
Product Sales Manager—
Conventional Washers



J. A. LININGER
Product Sales Mgr.—Built-in Ranges

BETTER SEE ABOUT A RED-HOT NORGE FRANCHISE TODAY!

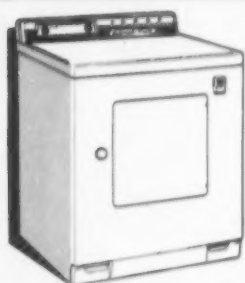
NORGE IN

KNOCKED THE



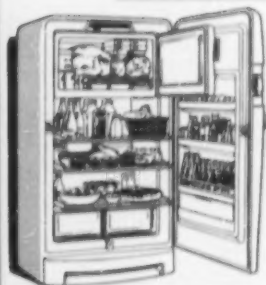
Automatic

WASHER

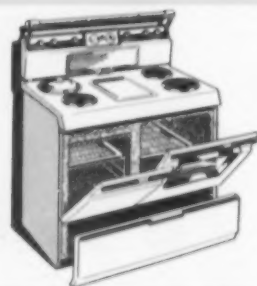


Automatic
Electric

DRYER



REFRIGERATOR



Electric

RANGE

Better see about a

"FIFTY-FOUR"

INDUSTRY'S HATS OFF

SALES 305% OF '53

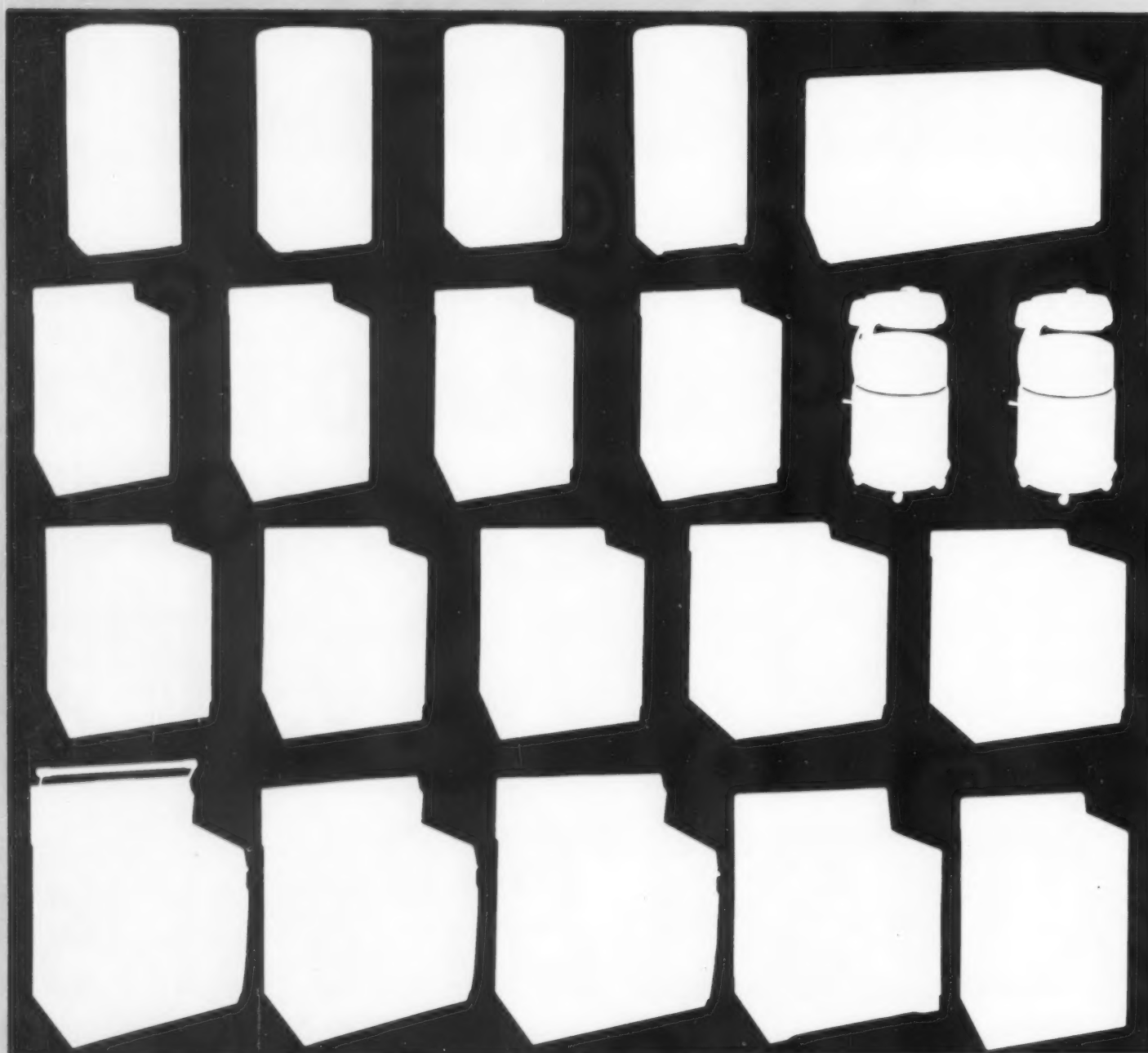
SALES 300% OF '53

SALES 153% OF '53

SALES 178% OF '53

red-hot NORGE Franchise today!

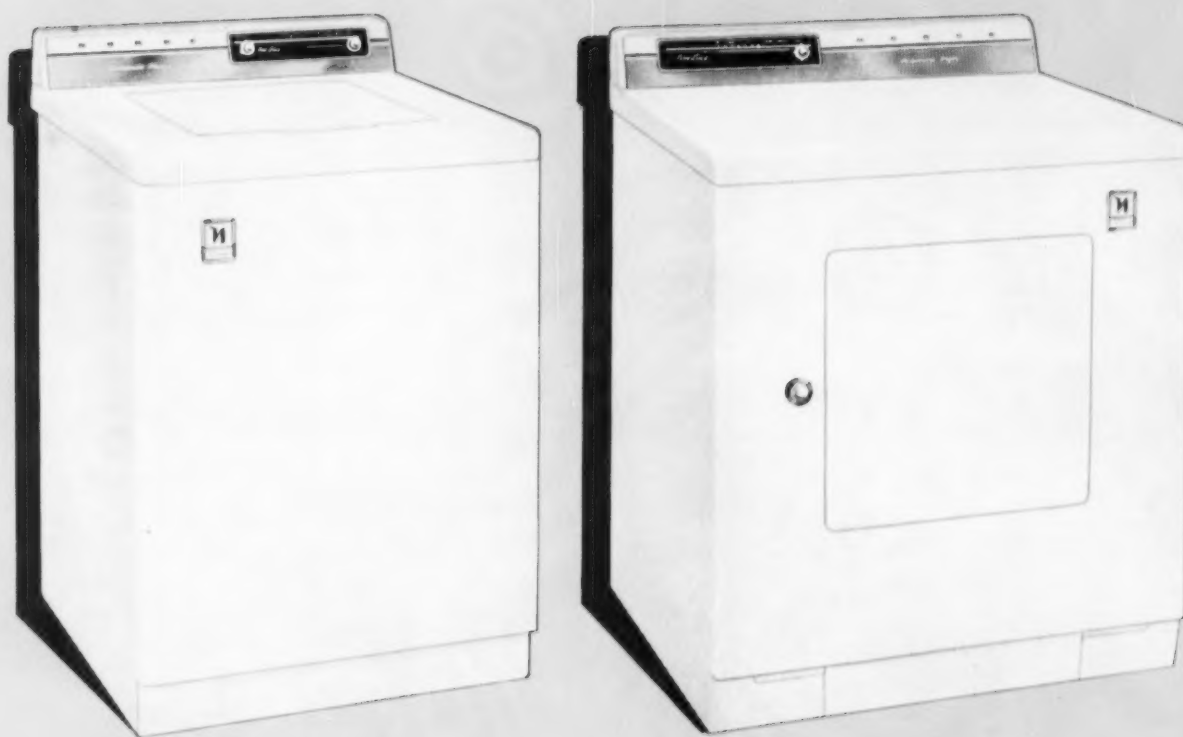
NOW NORGE FOR '55 COMING JANUARY 10th THE BIG NEW LINE



See these and all the rest of the Great New Norge Line
at your Distributor's Open House! Watch for the date!

BETTER SEE ABOUT A RED-HOT NORGE FRANCHISE TODAY!

NORGE HAS ALREADY ANNOUNCED THE FIRST Red Hot Specials for '55



SENSATIONAL COMBINATION

NORGE TIME-LINE AUTOMATIC WASHER SPECIAL!

Exclusive Time-Line Control, fully automatic from fill to spin dry, 5-Way Rinsing, 4-Way Wave-Action Agitator, new Black & Gold styling, other deluxe features. \$279.95 value.

\$229⁹⁵

NORGE TIME-LINE AUTOMATIC DRYER SPECIAL!

Exclusive Time-Line Control, 5-Way Venting, Super-Volume Blower Fan, Extra-Large Knee-Action Door, brilliant Black & Gold styling, many more top model features. \$199.95 value.

\$169⁹⁵

IT'S JUST THE BEGINNING!
More coming thru the year!

BETTER SEE ABOUT A RED-HOT NORGE FRANCHISE TODAY!

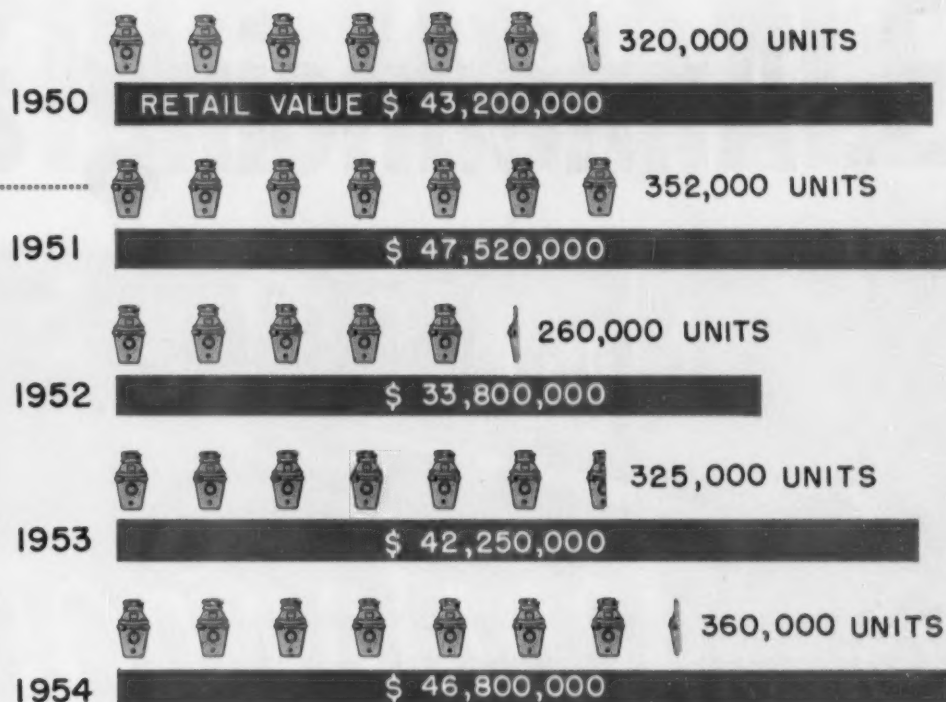
WATCH for the
big announcement
by **NORGE**

TWO.

**It's coming soon . . .
and it will be sensational !**

Food Waste Disposers

An increase of 10.7 percent gives disposers a new record volume of 360,000 units and a second-best retail value of \$46,800,000. The outlook for 1955 is a further increase to over 400,000 sales



YOU can mark down the disposer as well on the way to the big time. Sales of 360,000 units in 1954 were the biggest in the appliance's history and make the second increased year in a row—encouraging evidence that it won't be long before appliance dealers all over the country find them a profitable item and no longer a specialty appliance.

The 10.7 percent increase is smaller than the 25 percent jump disposers made in 1953 over 1952's weak 260,000, but the 1954 record is 8,000 units above the previous all-time high of 352,000 units established in the Korean boom days of 1951. At an average retail value of \$130, 1954's volume meant a business to the industry of \$46,800,000, slightly less than the record set in 1951 when the average price was \$5 more.

Behind the two-year gain in disposer sales was the continuing boom in the home building industry. Five out of five manufacturers writing to this magazine credit it with being one of the important, if not the most important, factors.

These same manufacturers estimate that builders accounted for anywhere from 51 to 80 percent of 1954 industry sales while dealers got between 15 and 20 percent. Plumbers also got a substantial share, according to two makers. One says they got 32 percent; another says they got 20 percent.

Dishwashers and Disposers

Once again the sales figures have proved that the dishwasher and disposer don't necessarily sell together, even though they are natural partners in the home. Dishwasher sales this last year were 210,000 which, while an

increase, is far below disposers' 360,000. Companies which make both products naturally sell more of them together and perhaps succeed in encouraging more double sales at the retail level. Firms of this type estimate that between 25 and 44 percent of 1954 disposer sales were accompanied by dishwashers. However, a company which makes only the disposer estimates that only 10 percent of disposer sales included dishwashers.

Ever since 1949 the disposer has outsold the dishwasher and the current sales ratio seems to have established itself with some permanence. A cogent factor, of course, is the price differential. A disposer for \$130 is a lot more of a mass market item than a dishwasher at \$300. Furthermore, ever since 1947, when Jasper, Ind., started the studies that eventually resulted in adoption of the units as a means of garbage disposal for the whole town, disposers have been getting the blessings of civic authorities in a growing number of communities. No city yet, to our knowledge, has introduced ordinances or resolutions to the effect that to preserve the public health every home should have a dishwasher.

The health aspect is, of course, one

of the biggest selling arguments in favor of the disposer. As manufacturers dramatically (and sometimes too graphically) point out, you don't attract flies and rats to an empty, unused garbage can.

Along with the great growth of disposer use in new homes goes a smaller but also significant spread in older homes. Manufacturers estimate that anywhere between 8 and 30 percent of 1954 volume was comprised of such sales. The average seems to be about 20 percent. Since most of these sales are made by dealers and plumbers it is likely that around 72,000 units were sold to older homes in 1954.

Best Markets

According to our annual survey of electric utilities, disposers sold nationally in 1954 at the rate of six per 1,000 domestic and rural power customers, the same as reported the previous year. Nevada led the nation with a rate of 39 per 1,000 customers, followed by the District of Columbia with 21 and Kansas with 18. Michigan was fourth with 15 per 1,000 customers, while Oklahoma was fifth with 14 and California sixth with 12. The worst states were Vermont, Maine and Mississippi.

As with the dishwasher, installation costs have, in the past, been one of the bugaboos of disposer sales growth. Some manufacturers still mention it as an obstacle with statements like, "In my opinion, the single biggest obstacle to greatly increased disposer sales is plumbing codes and the high cost of installation." Others mention "lack of aggressive merchandising effort in many areas, misunderstanding about the effect of disposers on sewer lines, septic tanks, etc."

The installation cost factor, however, is being reduced, if a Hotpoint estimate is correct. John F. McDaniel, vice-president of the company, told this magazine recently that 1954 saw a drop for the first time in several years to an average of about \$25 throughout the U.S. as compared with \$35 in 1953. Along with this, says McDaniel, went an 11 point drop in the percentage of installations made by dealers, as a result of which more owners had to engage their own plumbers.

Few people, declares McDaniel, actually go out shopping for a disposer. Seventy percent of them have no idea of how much they should pay, but at the same time if one is included in a new house they'll accept it without questioning any extra pricing.

Sales by Months

Like dishwashers, garbage disposers have not established a very consistent or pronounced retail sales pattern. According to this magazine's annual study of retail sales by months, the best month in 1953 (the latest year available) was December with 9.62 percent of the year's volume, but this was only a swing of 2.79 percentage (Continued on page 141)

TWO YEARS STATISTICAL SUMMARY

Food Waste Disposers	
1954	1953
360,000.....	Units Sold.....325,000
\$130.....	Average Retail Price.....\$130
\$46,800,000.....	Retail Value.....\$42,250,000
(Jan. 1955)	(Jan. 1954)
2,021,000.....	Homes Owning.....1,679,000
42,766,000.....	Homes Without.....41,901,000

Announcing a NEW

New **UNIVERSAL** *Toastamagic*

with the Sensational REFLECTOR CONTROL

TOASTS ANY BREAD $\frac{1}{3}$ FASTER!



New TOASTING SPEED!

New heating element and insulation eliminate warm-up period, start toasting immediately. Even the first slice toasts in only 60 seconds. Fast heat rewarms toast without darkening color.



New TOASTING ACTION!

Reflector Control, sensational new principle eliminates old-fashioned timer, uses reflected heat from toast to give same accurate color to any type of bread without changing the control.

New SILENT, AUTOMATIC CONVENIENCE

- ★ NEW HIGH RISE RACKS
- ★ NEW SILENT ACTION
- ★ NEW HINGED CRUMB TRAY
- ★ NEW SINGLE SLICE TOASTING
- ★ NEW FINGER-TIP RELEASE
- ★ NEW CLASSIC DESIGN

TOASTING MIRACLE!

With Toastamagic, Universal brings you a new toaster sensation. Using a radically new toasting principle, it completely outmodes conventional designs in speed, in toasting excellence and in convenience. Patterned to match the already famous Universal Coffeematic in design, here's the toaster that will sell on sight... sell on features.



COMPANION TO THE
FAMOUS UNIVERSAL

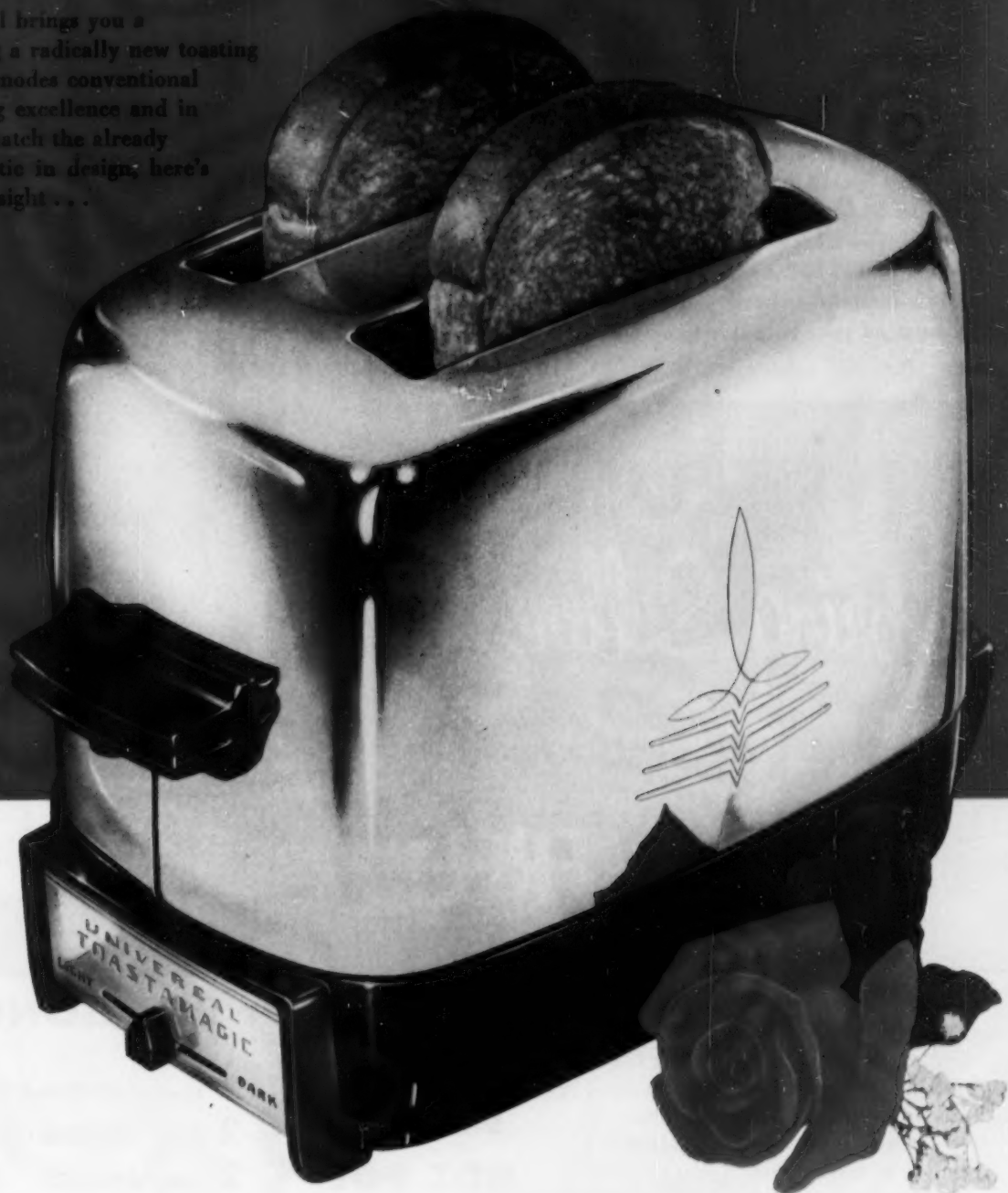
Coffeematic

\$21⁹⁵

Manufacturer's suggested
Retail or Fair Trade Price



ONLY THE GENUINE UNIVERSAL
TOASTAMAGIC CARRIES THIS DESIGN...
YOUR ASSURANCE OF
QUALITY CRAFTSMANSHIP.



NOW TURN THE PAGE FOR UNIVERSAL'S BIG SELLERAMA BONUS

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

ANNOUNCING THE New UNIVERSAL HOT POT



CHILDREN'S LUNCH



INSTANT COFFEE



HEAT BABY FOODS



STERILIZE BOTTLES



WARM LEFTOVERS



BOIL EGGS

Something new has been added to the Universal line. It's Universal's versatile new, automatic Hot Pot that fills the bill for modern speed-cooking. Its hundreds of home and travel uses — for hot foods or drinks — assure it a real sales potential in every home. Holds a full quart, boils in a jiffy and features Hi-Lo control for warming or boiling. It's a natural on your housewares counter all year 'round.



JOIN UNIVERSAL'S BIG
Spring Sellerama
and get this \$9.95
HOT POT FREE!

Get in the Sales Swing for Spring and pick up a free \$9.95 Hot Pot in the bargain. Universal's Spring Sellerama is a sales-building drama packed with promotion power for you and Universal Electric Housewares. Exciting new products — a barrage of 4-color national ads; a smashing local Sunday Supplement program; new "Stopper" displays and a sensational plus profit plan. See your Universal Distributor now for all the details.

Here's Your BIG BONUS OFFER!

**GET A NEW
UNIVERSAL
HOT POT
FREE**

*when you buy this
fast-selling assortment.*

2	10-CUP COFFEEMATICS	@ \$18.87
2	8-CUP COFFEEMATICS	@ 15.72
2	TOASTAMAGICS	@ 13.83
1	STEAM TRAVEL IRON	@ 9.42
1	HOT POT	@ 6.27

YOUR COST \$112.53

See your Distributor TODAY!

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

JANUARY, 1955—ELECTRICAL MERCHANDISING

Food Waste Disposers

— CONTINUED FROM PAGE 137 —

points away from January, the worst month, which accounted for 6.83 percent. You can't even count on December being the best month. In 1952 and in 1951 and 1950 March and June were the big months.

At the manufacturing level the swings are larger and the best months different. In 1953, for example, January was the best month with 11.20 percent for producers, 5.60 percentage points above a poor July's 5.60 percent. In 1952 manufacturers enjoyed their best month in November; in 1951 March led the parade; in 1950 December was best.

Electric Incinerators

Because there are still very few manufacturers actively producing electric incinerators, this relatively new type of waste disposer has not yet begun to sell in any substantial volume. At this writing there were, according to one

~~~~~  
Never forget: It's far better to be a well man with a sick business than a sick man with a well business.  
~~~~~

manufacturer, only four electric incinerators on the market and fighting for sales with some 48 gas incinerators. It is reported also that some other producers are about to enter the electric field. Electric sales increased somewhat in 1954, but sales are still under 10,000 units and this type of unit has a long way to go to catch up with the grind-up type of disposer.

Electric incinerator sales will probably increase in 1955, but so will disposers. Manufacturers of the latter appliance estimate increases anywhere from six to 25 percent. The average is about 16 percent. Even a conservative guess would put 1955 sales over the 400,000 mark which, against the background of the disposer's long struggle for acceptance, begins to look like real volume. *End*



"MIDTOWN TV SERVICE . . . TO FIX YOUR COLOR SET, MA'AM!"

Enterprise

the range that guarantees
you MORE PROFIT!



Look to Enterprise, Mr. Dealer
... the range that fills every
retail price bracket, fits every
budget ... the range that sells
itself, because it guarantees
more value per dollar than
any other range!

Look to Enterprise,
Mr. Dealer
**It's America's
First Line of Profit!**

PHILLIPS & BUTTORFF MANUFACTURING COMPANY
NASHVILLE, TENNESSEE

Please rush full information on Enterprise, America's first line of profit!

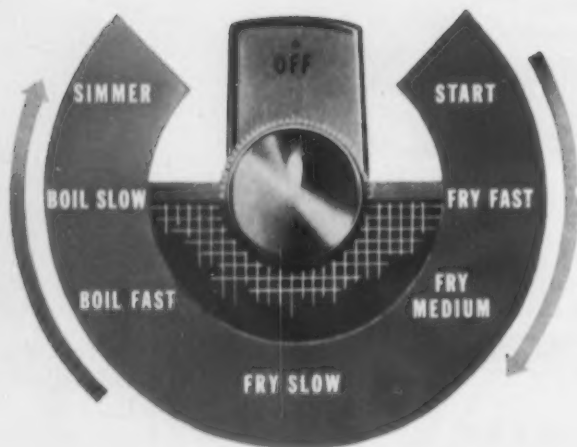
Name _____

Address _____

City _____ State _____

Why are the Crosley Electric best?

Here's why



Exclusive new Tel-A-Speed dials any degree of heat... and the heat is uniform over the entire cooking surface.

Nothing new to learn with Tel-A-Speed!—the miracle that simplifies cooking—makes it easier than ever before! At the turn of a dial you've got not 5 or 7 rigid cooking heats, but a "thousand and one" different degrees of heat at your finger tips. Gives you a perfect sales pitch to your prospect. No more guesswork—she selects exactly the right heat for the food she's cooking—heat that *stays* at the same temperature until she turns the dial again.



Amazing Therm-A-Touch!

Banishes burned foods and scorched pans.

She puts the pan on—dials the exact cooking heat she wants—and forgets it! "Magic finger" thermostatically keeps food cooking at exactly the heat chosen. No matter how long the pan is on the unit, Therm-A-Touch controls the heat, making sure that food will not burn, that the pan will not scorch. It is ideal for waterless cooking.

new Ranges



Model CTG-40



Fabulous Fry-R-Bake!

Actually means that this range has three ovens! For versatility in cooking, there's nothing like this great Crosley top-of-the-range unit. It can roast, it can cook, it can deepfry—it can even bake a cake, or turn out complete meals—all with automatic thermostatic control! Fry-R-Bake is the new concept in cooking that means economy, convenience — and sales for you!

Crosley offers more ways to better cooking—bigger sales!

Actually, this Crosley Range offers so many features it's impossible to list them all—features that mean *sales* for you, *convenience* for your customers! For instance, two large-size "Bake-Best" ovens; "charcoal-heat" broiler unit; self-sealing oven doors. All in all, this is the most completely convenient, completely automatic electric range on the market today! Any housewife will see in Crosley's efficient, functional styling, the answer to her kitchen cooking problems. And you'll see sales . . . sales . . . sales!



There is a new Crosley Electric Range for every purse and every purpose, but they must be seen to be believed. Contact your Crosley and Bendix Distributor today, or write to Dept. EM-15.

CROSLEY and BENDIX

HOME APPLIANCES DIVISIONS



CINCINNATI 25, OHIO

ARE YOU OPEN-MINDED ABOUT MAKING MONEY ON YOUR TV BUSINESS IN '55?

We at Stromberg-Carlson don't think we have all the answers to the problems of television merchandising.

But the stability and profitable operation which so many Stromberg-Carlson dealers have enjoyed this past year certainly indicate that we have *some* of the answers.

Here are a couple of facts that bear us out:

- 1. In 1954, Stromberg-Carlson TV unit sales were ahead of 1953 by a solid 31%.**
- 2. Dollar value per TV unit sale by Stromberg-Carlson dealers was \$50 higher than the industry average.**

In other words, we were able to do some things for Stromberg-Carlson dealers that enabled them

- to make a percentage gain in unit sales far ahead of the industry
- to do it at prices that gave them a living chance to make a profit

If that kind of operation looks better to you than just swapping dollars, there may be a place for you in the Stromberg-Carlson picture for 1955.

We are planning a substantial increase in unit production to take care of additional dealer franchises in uncrowded markets.

We will again give our dealers a compact but complete line — to enable them to meet the price and style demands of their markets with minimum inventories.

We will again give them a price structure that offers sound value to the consumer and a solid margin for the dealer.

We will again give them a "service man's dream" of a chassis — one that protects the profit margin by minimizing service costs.

And again, we will give them a line that will appeal to the market that is more interested in quality than price.

You've just been through a rugged year. Now a new one is opening up. Wouldn't this be a good time to talk to a Stromberg-Carlson distributor and get the whole picture?

You have nothing to lose — except maybe a headache.

There's a coupon down in the corner. Tear it out now while you are thinking about it.

Stromberg-Carlson Company
(Radio & Television Division)
Rochester 3, New York

I am open-minded. Who is your nearest distributor?

Name _____

Address _____

City _____ State _____

for a franchise to start you off right in '55...

"there is nothing
finer than a

STROMBERG-CARLSON®

Vacuum Cleaners

Cannister models take a bigger share of the market as sales slip a little to 2,650,000 units worth \$251-million. Appliance dealers get more of the industry's volume

IMAGINE an automobile industry where some manufacturers put out cars with four wheels, others with three wheels and still others with engines on the roof and you get some kind of picture of the competitive confusion that actually exists in the vacuum cleaner business.

For the vacuum cleaner, despite the fact that it has just one purpose, just as the automobile has one purpose, is three different products. It's the traditional upright with a dust bag and revolving brushes; it's the cylindrical tank with an air intake at one end and an exhaust at the other, the type which got its very substantial acceptance primarily through the efforts of manufacturers' house-to-house salesmen and which is still very likely owned by more American homes than any other; and, finally, it's the cannister or pot cleaner which has the suction hose at or near the top and which in the last few years has been added to the lines of more and more manufacturers and which today may well be outselling the other two types.

Of the 2,650,000 cleaners sold in 1954, cannister cleaners accounted for, according to the estimates of five manufacturers, between 45 and 60 percent. Tanks took anywhere from 10 to 45 percent and uprights had a share somewhere between 10 and 30 percent. Even with the wide variance of guesses, it's easy to see which type got the lion's share of the market.

Rise of the Dealer

The change in the relative sales of the three basic types of cleaners is underlined by the facts revealed in

a 1954 survey of readers of the *Woman's Home Companion*. Eighty-five percent of 2,042 respondents admitted to vacuum cleaner ownership. As might be expected, the ownership of tank and upright types, 44 and 43 percent, respectively, far exceeded the ownership of cannisters, which was only 14 percent, because a good many of them bought their cleaners before cannisters became popular. But of those who bought their cleaners in 1952 and 1953 some 40 percent had bought cannisters, while only 22 percent bought tanks and 15 percent bought uprights. It is also significant that in answer to the question, "If you were to buy a vacuum cleaner today, what type would you buy?" that 74 percent of the present owners of cannister cleaners would again buy cannister types, while 64 percent of tank owners would repeat and 63 percent of upright owners would again buy uprights. However, buying habits are not easily changed, and among those who said they actually planned to

buy cleaners in the next 12 months, 36 percent would buy uprights, 35 percent tanks and 32 percent cannisters—almost an even division, in which the only surprising factor is the slight preference for uprights. Two manufacturers, at least, wouldn't find it surprising because both have prophesied a resurgence for the upright, probably at the expense of the tank.

As one of them expresses it, "In my opinion the pendulum will swing back toward upright cleaners in the near future. . . . It is quite evident that . . . you can do a much better job on floor covering than you can with straight suction."

The rise of the cannister reflects a distributional change, the emergence of the retail dealer as the most potent merchandising force. So long as tanks outsold all other types outside salesmen working directly for manufacturers were the boys who got the business. But the cannister, introduced (or reintroduced) shortly after World War II, offered something new

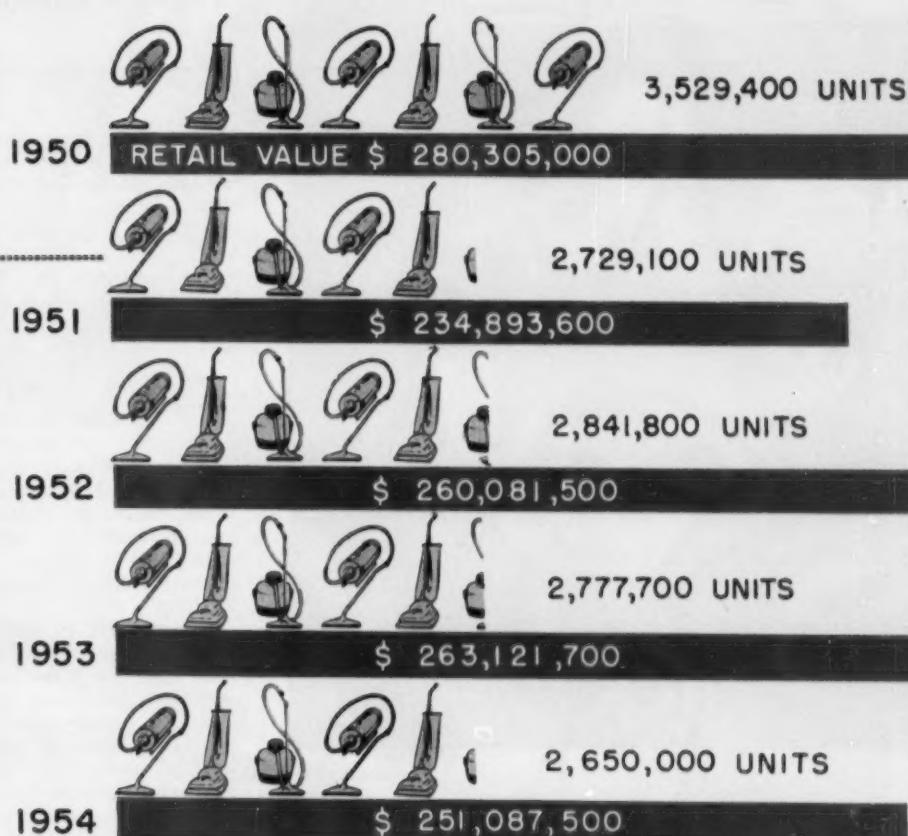
to the dealer and he began to take his share of sales.

The same makers who estimated sales by types also estimate that in this last year retail appliance dealers took anywhere from 50 to 70 percent of total cleaner sales. One estimated 50-plus, two 55, one 65, and one 70. This, too, reflects a change from the 1953 pattern. In that year the best any one maker could say for the dealer was that he was getting half the sales while another put the dealer's share at 40 percent.

Certainly the general public thinks of the appliance dealer as the place to buy its cleaners. In the *Companion* survey mentioned above, 32 percent of the people who expect to buy said they will go to their appliance dealer, 15 percent will go to the furniture store and 15 percent to the department store.

Looking to the future role of the dealer, one manufacturer says, "It seems inevitable that the percentage of the business going through retail dealers will steadily increase and that it will increase very rapidly. In the marketing place of the future, Mrs. Consumer is thoroughly sold on the concept of self-selection and self-service. She wants to do her buying easily, but, above all, she wants to buy and not be sold, and more and more she is going to decide to buy her vacuum cleaners at electric appliance stores just as she buys all other appliances. Beyond that is the historical fact that the entire appliance industry, with the exception of vacuum cleaners and sewing machines, has shifted to a

(Continued on page 146)



TWO YEARS STATISTICAL SUMMARY

Vacuum Cleaners		
1954		1953
2,650,000	FLOOR Units Sold	2,777,750
\$94.75	Average Retail Price	\$94.72
\$251,087,500	Retail Value	\$263,121,800
132,000	HAND Units Sold	173,200
\$30.10	Average Retail Price	\$30.10
\$3,973,200	Retail Value	\$5,212,140
(Jan. 1955)		(Jan. 1954)
27,865,000	*Homes Owning	26,370,000
16,922,000	*Homes Without	17,210,000
* Floor Units Only		



Motor Repairman Finds KLIXON Protectors Help Keep Customers Happy

WESTBROOK, ME.: H. W. Virgin, head of the Stutz Electric Works, the largest motor repair shop in Maine, knows first hand how Klixon Protectors keep motors from burning out.

"We handle thousands of repair jobs every year. We have found Klixon Protectors prevent motor burnouts and major repairs and keep our customers happy with fewer breakdowns. Our customers are now demanding Klixon protected motors in their purchase of new motors, as well as the motors serviced by us."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protector, illustrated, is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2501 FOREST STREET, ATTLEBORO, MASS.

Vacuum Cleaners

CONTINUED FROM PAGE 145

distribution pattern involving local retailers, and it is inevitable that the vacuum cleaner industry will go in that direction. By the same token, the presently reported 60 percent saturation (62.2 in 1954; Ed.) will start to increase rapidly once the industry is dominated by dealer distribution where broad coverage and selling effort are possible."

Forced vs. Store Sales

Another maker predicts that "dealers will take over completely the sale of the vacuum cleaner within the next five years, just as they did the sales of the electric refrigerator some years ago. House-to-house selling is forced selling, but it does not thrive in an industry which conducts aggressive advertising."

Concomitant to the rise of the dealer as a merchandising force has been a growth in the use and power of national advertising. As many manufacturers ruefully admit, large numbers of appliance dealers are not the least bit interested in giving cleaner prospects elaborate demonstrations. And, to some extent, at least, they may be right. One manufacturer even admits it with this statement: "It is . . . true that demonstration is nowhere near as important as it used to be." As evidence he cites the case of a cleaner demonstrator in a department store who told him that she seldom even turns on the demonstration cleaner, that most sales are made simply by enumerating the features.

Of course, not all manufacturers are in agreement on the lack of need for demonstrations. One says, "There is very little, if any, live and active demonstration by the dealer in any of the appliance industries. The demonstration of a vacuum cleaner, while a very desirable thing, is far from being as complicated as the demonstration of a washing machine or an electric range. And yet retailers today by and large do not demonstrate ranges, washers, or cleaners. We are forced, therefore, to subscribe to the belief that preselling the consumer through national advertising is the only effective avenue for growth of the cleaner industry."

Several makers radiate a general feeling that they would prefer to build sales and acceptance by advertising and demonstration together, but, since they can't get demonstration, they will have to try to do it with national advertising alone.

Sales by Months

Traditionally, the vacuum cleaner enjoys its best sales during the first four months of the year, but 1953 (the latest year available) showed, according to our annual survey of retail sales, a more level pattern than in the previous year. In both years December was the best retail sales month, accounting for 10.84 percent of total volume in 1953, 12.57 percent in 1952. But there wasn't the big difference between the best and worst months in 1953 as in 1952. In the later year there was a percentage point difference between August's low of 6.93 and December's high of 10.84 of only 3.91. In 1952 the difference between a February low of 6.81 and a December high of 12.57 was 5.76. Next to December, the best 1953 sales month at retail was May with 10.31 percent, followed by April with 9.54 and March with 8.54. In 1952 the second best month was November with 9.79, followed by March with 9.30 and May with 8.94.

At the manufacturing level, January, March and October have been consistently the best sales months over a four-year period. March is perhaps the single best month, accounting in 1953 for 11.85 percent of total sales for the year.

Replacements and Trade-Ins

Ever since the end of World War II the vacuum cleaner has been in a replacement market and, in fact, it wasn't until 1950 that any other appliance could claim the dubious pleasure of selling more units as replacements than the cleaner. Now, although 58.9 percent of all cleaners sold in 1954 were sold as replacements, both refrigerators and washers have higher replacement ratios. As far as the proportion of trade-ins to total sales is concerned the cleaner (Continued on page 148)

HOT SALES WEATHER COMING

When the weather gets hot so do air conditioning and fan sales and 1955 could be another boom year for dealers who are ready for it.

That's why air conditioners and fans are featured in the February issue—to give retailers help in getting ready in time.

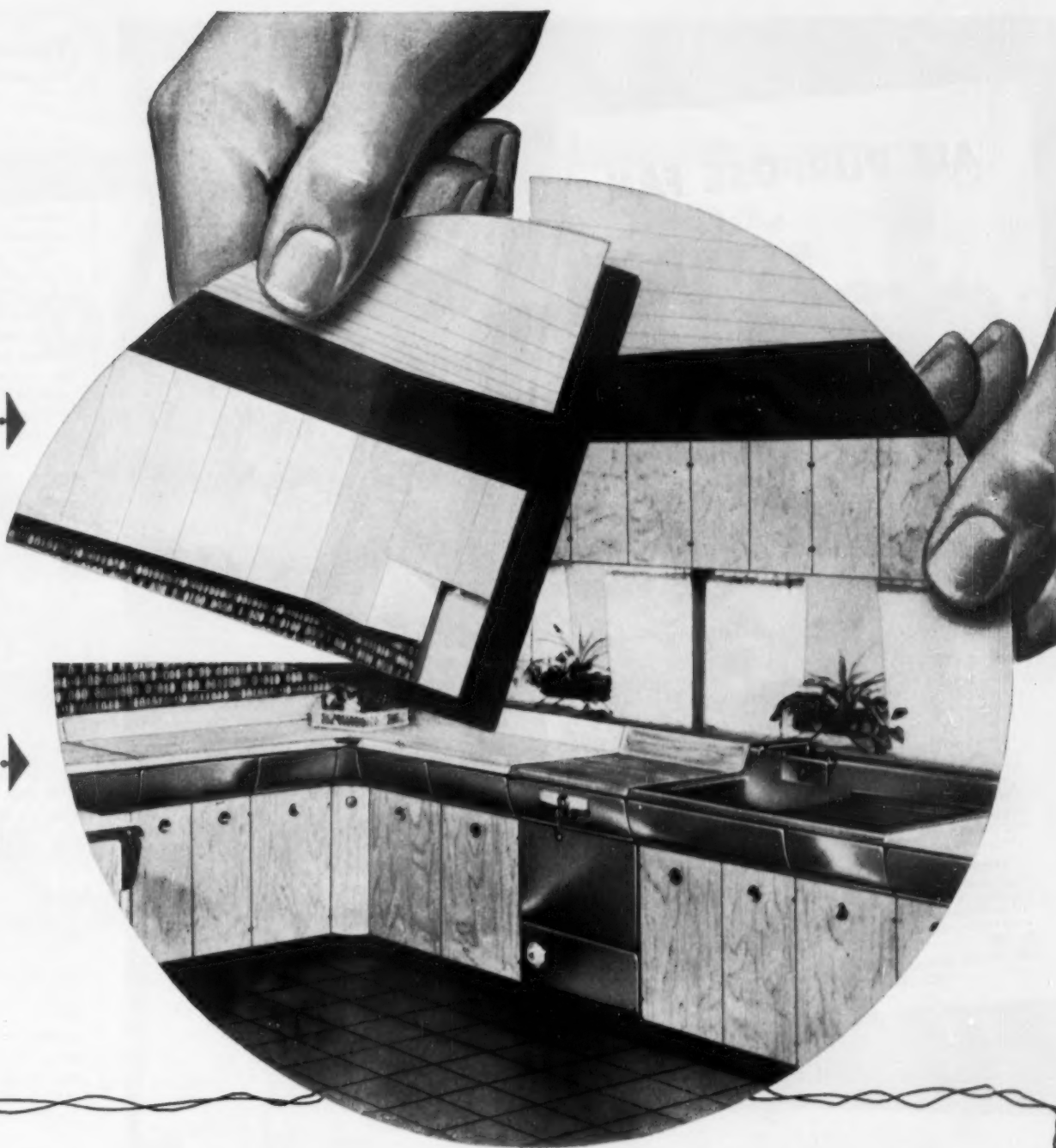
You'll find industry statistics, a report on 1954, the outlook for 1955 and, as usual, stories on how other dealers and distributors do a good job on fans and room coolers in the February **ELECTRICAL MERCHANDISING**

25%

.....→
OF KITCHENS
SOLD ARE STEEL

75%

.....→
OF KITCHENS
SOLD ARE WOOD




SELL 100% with WOOD · COPPER · STEEL

The Whole market is Your market with the warmth of natural birch, charm of antique copper, strength of steel. "Pioneer" line or the white all-steel line... American Kitchens have more exclusive quality features... offer you 400% more sales at a full 40% profit.

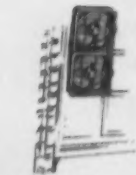
Constructed of Steel for lasting Appeal

*"Pioneer" by
American Kitchens*

DIVISION  CONNERSVILLE, INDIANA

ALL PURPOSE FAN

4 new models



14" Model (RA14) designed for all purposes fits in CASEMENT WINDOWS, too! Comes with mounting bar.



Can be used as TABLE FAN!

the fan you can use in a dozen ways!

versatile!

A great new Berns Air King line of fans—so versatile, they meet the needs of every prospect. Only the All Purpose Fan line includes a big, 14" model that also fits in casement windows. Rubber mounted blade; smart, slim design, lustrous Beigstone finish. FULL 5 YEAR GUARANTEE.

reversible

Unique mounting arrangement permits fan itself to be removed or attached instantly—for exhaust or intake—without tools or screws.

THERMOSTATICALLY CONTROLLED

Your customers will want the extra convenience of this automatically controlled 20" All Purpose Fan. Thermostat starts and stops fan to maintain temperature selected by user.

LIST PRICES RA14 \$29.95 RA20 \$49.95
RTC20 \$59.95 RA22 \$59.95

SWIVEL STAND available for all models!



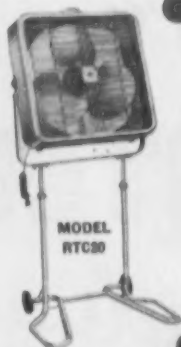
All models can be used in Regular Windows! SIDE PANELS STAND-ARD on 20" and 22" models.

New 20" Model

Fan Mobile

We've added a 20" model to our popular Fan Mobile line... and increased the blade size of the FM16 to 17". Both models re-styled for a slimmer, neater, more attractive appearance. Fan-Mobile housings tilt a full 180°... can be raised or lowered... or are easily removable for separate use. GUARANTEED FOR 5 YEARS.

FM20 \$74.95 FM16 \$69.95



BERNS MFG. CORP., Dept. EM
3050 N. Rockwell St., Chicago 18, Ill.

Rush your new Catalog showing the Berns Air King fan line for 1955.

Your Name _____
Firm Name _____
Address _____
City _____ Zone _____ State _____
My Wholesaler is _____

Note

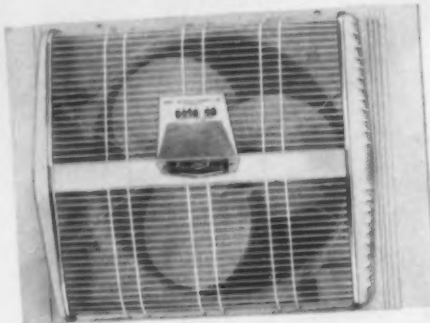
these new

Air King

salesmakers
are
GUARANTEED
FOR 5 YEARS

6 speed

PUSH BUTTON
CONTROL



"REVERSE-AIR"

Another Berns Air King achievement that makes your fan selling easier! Color-coded push button controls provide 3 speeds on exhaust—3 speeds on intake. Available in 20" model with famous Berns Air King slimmed-down styling; smart, safe grill, lustrous Ivory finish. 5 YEAR GUARANTEE!

No. AV20PB. List price... \$64.95

No. AV16E, 2 speed, switch controlled model. List price... \$57.95

BERNS MANUFACTURING CORP.

3050 North Rockwell Street • Chicago 18, Illinois

Vacuum Cleaners

CONTINUED FROM PAGE 146

is in an even better position than several other appliances. In our 1954 Replacement and Trade-In Survey, only 32.7 percent of sales involved a trade-in, while refrigerators, ranges, and washers all had higher ratios.

The percentage of trade-ins accepted in 1954 doesn't even represent a high water mark for cleaners. In the three years of 1949 through 1951 considerably higher percentages of cleaner sales involved trades, although the percentage dropped to 30 in 1952 and 26.7 in 1953.

The pattern of disposition of trade-ins that dealers accept continues to vary from year to year. The table below makes it apparent that the high percentage of units junked, which was established in 1953, is still high, but that the percentage of units rebuilt and resold has climbed closer to where it was before 1953.

Disposition of Cleaner Trade-Ins

	Junked	Rebuilt & resold	Resold "as-is"	On hand
1950	23.5%	31.2%	22.9%	22.4%
1951	34.7	27.3	20.1	17.9
1952	36.4	23.9	16.9	22.8
1953	57.0	13.4	18.8	10.8
1954	54.0	22.8	13.0	10.2

It's also apparent from the table that the percentage of trade-ins resold as-is has declined continually since 1950, meaning (1) that consumers are demanding better cleaners, even though they are second-hand, than they did in the early post-war days and (2) that more people are refusing to buy old cleaners at all.

As with other major appliances, the problem of price-cutting and fair trade affects vacuum cleaners. And, also as with other major appliances, nobody yet seems to have an answer. G-E, of course, has been fair trading its cleaner and, apparently, been successful at it. However, another maker tried it in 1952 and apparently couldn't make it work. Of five manufacturers offering opinions on fair trade, three think it can be made to work, two don't believe it has a chance. As one of those who believes in fair trade puts it, "It seems to be rather hard to handle in today's market.... In our opinion fair trade is still possible. One of the big troubles being that when only a few companies in an entire industry are interested it is very difficult to keep the market clean."

The price-cutting that prevails in the absence of any enforced fair trade doesn't seem to have hurt industry sales nor manufacturers' outlook for sales in 1955. Three manufacturers look for unit increases of up to 10 percent; two others expect to at least maintain 1954 levels. Several, however, point out that costs are rising and that price reductions are unlikely.

As for 1955 features and design you can, as one maker expresses it, expect that "the mobility of vacuum cleaners generally will be the trend on which manufacturers will concentrate. Developments calculated to make vacuum cleaners easier to use, handle, and above all, easier to move about, will dominate the picture." End

THE NEW '55 DETROIT JEWEL GAS RANGE LINE

Invites Comparison

THE ONE GAS RANGE
WITH ALL THE FEATURES

VOTED
"Most Wanted"
BY TODAY'S WOMEN!



Model illustrated
is #552-3

FEATURING

- Handee-Hi Broiler
- Exclusive Signa-Dials
- Handy Top-Center Griddle with a Glass Oven Door
- Automatic Clock Controlled Oven
- Extra-large Chrome Oven
- Exclusive Top-Vue Oven Window
- And Many More Sales-Closing Features

COMPLETE LINE

- | | |
|----------------------------------|------------------------------|
| ★ Big 39" Range Series | ★ Space-Saver Compact Models |
| ★ Budget Priced 36" Range Series | ★ Built-In Model |
| ★ Popular 31" Ranges | ★ Dual-Action Incinerator |

WE ARE EXPANDING OUR DEALER FRANCHISES . . . FOR COMPLETE INFORMATION

Mail This Coupon Today!

Detroit-Michigan Stove Co.

Gentlemen:

I am interested in learning the complete details of a Detroit Jewel Dealership.

Name _____

Title _____ Company _____

Type of Business _____

Street _____ City & Zone _____ State _____

DETROIT JEWEL

Products of the Detroit-Michigan Stove Co.
Detroit 31, Michigan

Makers of the
Famous Detroit Jewel Incinerator



TIDE PREMIUM PLAN UPS



"Finest promotion I've ever used,"

says **KAL RUBIN**, owner of **KAL RUBIN APPLIANCES**, Tucson, Arizona.

Maytag demonstrations were increased 100% . . . traffic doubled, and automatic washer sales jumped a full 400% in one month, when Mr. Rubin took advantage of the Tide Premium Plan. Here's how he put it to work in his store:

First, the stage was set with colorful window and in-store displays featuring Tide and Maytag. Then, Radio and TV spot announcements were used to build store traffic. The Tide Premium Plan was brought into full play by making this

compelling offer: (1) A free box of Tide to everyone who watched a demonstration; (2) A year's supply of Tide with the purchase of a new Maytag. This offer was the heart of the entire promotion . . . it capitalized fully on Tide's overwhelming popularity.

Dealer after dealer has reported outstanding success with this Tide Premium Plan. Versatile and inexpensive, it can do a real job in your store, too . . . put it to work *today!*



SOLD — another Maytag . . . thanks to aggressive merchandising and **TIDE!**

TIDE is your best tie-in bet because . . .

**MORE WOMEN USE TIDE IN AUTOMATIC WASHERS
THAN ANY OTHER WASHING PRODUCT SOLD!**

WASHER SALES 400%!

***Tide's tremendous popularity doubles traffic,
increases Maytag sales for Arizona dealer***

THIS IS THE TIDE PREMIUM PLAN

It Worked In Tucson—It Can Work For You!

Here are the terms: As a dealer, you can get Tide at the regular Procter & Gamble Sales Department prices* less a special advertising allowance of \$1.75 per case (net cost to you approximately \$5.25 per case—minimum order 5 cases). And, with your Tide, you also get a traffic-building free display kit imprinted with the name of any washer brand you designate. In return, you agree to use all of the Tide you order in any or all of the following ways:

- 1. Bonus offers of Tide.** Offer a supply of Tide with the purchase of a washer (minimum offer 1/3 of case per washer sold).
- 2. Build traffic with Tide.** Offer a box of Tide to each prospect who comes in to watch a washer demonstration.
- 3. Demonstrate with Tide.** Get top performance from your washers. Tide gives you a dazzling clean wash—leaves no soap film. Laboratory tests prove it!

You also agree to feature Tide merchandise offers in your advertising and to display the Tide packages with your washers.

*Prices subject to change without notice. Shipped C.O.D., freight prepaid. Offer good only in Continental United States (including Alaska) and Hawaii.



A Product of
Procter & Gamble

CLIP COUPON BELOW—ORDER YOUR TIDE TODAY!

**PUT TIDE
TO WORK FOR
YOU TODAY!**

Mail the coupon NOW—

Box A

**Tide Home Laundering Bureau
1117 Enquirer Building
Cincinnati 2, Ohio**

Please arrange to have shipped to us _____ cases of Tide (minimum order 5 cases). We agree to use all the Tide on this order in accordance with the terms of the Tide Promotion Plan described above.

Store Name _____

Street Address _____

City _____ State _____

Ordered by _____

(Please check boxes below for promotion material desired.)

() Please send us at no cost a washer promotion display kit containing wall posters, window streamers, and counter cards bearing the name of _____ washer.

Also include at no cost the following newspaper mats for the purpose of advertising our washer promotion.

() 2 cols. x 3" () 2 cols. x 6" () 3 cols. x 5" () 3 cols. x 10"

Floor Polishers

1954's record of 325,000 units will look like a small pile of peanuts if 1955 promotional plans result in estimated one-million sales

TWO YEARS STATISTICAL SUMMARY

1954	1953
325,000.....	Units Sold.....295,000
\$60.....	Average Retail Price.....\$65
\$19,500,000.....	Retail Value.....\$19,175,000

IN the 1953 statistical issue, ELECTRICAL MERCHANDISING reported that floor polishers appeared to be "trembling on the brink of popular acceptance." Now, after two years of "trembling," the appliance is apparently ready to plunge into the big selling list in 1955.

The necessary shove is expected to come from a big-money, national promotion—the first truly large-scale push in the history of the machine. If present plans are carried through, floor polisher manufacturers will spend almost ten times as much on advertising and promotion in 1955 as they did in 1953.

One company, in particular, has set an ambitious goal for itself in 1955—the sale of one million floor polishers. This figure is more than triple the whole industry output in 1954, when sales exceeded 300,000 for the first time in the appliance's history. In previous years, sales have inched up slowly, from 275,000 in 1951, to 287,000 in 1952, and up to 295,000 in 1953.

(Dollar volume for 1954 should reach \$19,500,000 with unit sales set at 325,000. Average unit price dropped \$5 this year due to the larger number of sales in the low-priced, single-brush models.)

Bare-Floor Potential

Industry observers have long predicted that a tremendous potential market exists for floor polishers. Total saturation is very small—well under five percent. And, with the modern trend toward bare-floor living, there should logically be an increasing need for floor machines.

A recent survey shows that the average housewife now spends 102 hours a year on floor care, not including vacuuming and cleaning rugs. Most of this is hard, menial labor—mopping, scrubbing and manual waxing. A floor machine can cut the time spent on these jobs by one tenth, a fact that should spell big popularity with the modern, appliance-minded housewife.

So far, the housewife has never been educated to the advantages of floor machines, the manufacturers explain. In a McCall's magazine survey of 1000 brides, only two percent had a floor polisher. Only eight percent specified this appliance when asked to name the three appliances they would most

like to have. Floor polishers ranked 11th among 19 appliances in order of preference.

Competition from Wax

According to manufacturers, interest is now growing in floor polishers, however—partly because housewives are beginning to realize that "self-polishing," or water emulsion, waxes are not a cure-all to floor care. These heavily advertised waxes have lead housewives, initially at least, to believe that the "simple, wipe-on" waxes have eliminated the need for the traditional polisher waxes, according to one manufacturer. While the self-polishing waxes are excellent for asphalt, rubber and vinyl tile floors, the manufacturer said, their use on wood floors can lead ultimately to unsatisfactory results.

Another manufacturer commented, "After using self-polishing waxes on wood floors for a year, the customer needs a re-finishing job that costs more than a floor polisher would cost in the first place."

Present floor polishers, of course, are more than just waxers. The modern appliance will scrub, buff, polish and even sand floors. When housewives realize the versatility of floor machines, and when they realize the truth about self-polishing waxes, the appliance will attain high popularity, the manufacturers say.

Promotion for Revolution

It is for this reason that the industry is carefully watching the plan of S. C. Johnson & Sons, Inc., to promote floor polishers. Johnson, the company which hopes to sell a million machines in 1955, has charted a promotion campaign that could revolutionize the floor polisher industry.

The campaign has been tested in the North East since October and, in late January, the drive will be carried to the national level, with extensive promotion, magazine and television advertising (on the company's Robert Montgomery Show, Life With Father, etc.)

Initial industry reaction appeared to be favorable to the Johnson campaign and manufacturers were optimistic that the drive will help rather than hurt the sales of other companies in the field. The feeling seemed to be that a big education job is needed and Johnson has the budget to do it. Sec-

ondly, manufacturers seemed to think that the campaign, coming from Johnson, a wax manufacturer, would underscore the fact that self-polishing waxes have not replaced conventional waxes, that both have their proper use and can "co-exist" in the floor care field.

While Johnson will be promoting its single-brush machine, one manufacturer of a popular two-brush model said he expected that, if the Johnson campaign is successful, public interest in floor polishers will mean increased sales for two and three-brush machines as well. Traditionally, the two-brush model has been the most popular version of the machine.

The campaign has not started yet, of course, and many manufacturers felt it was too early to tell just what the Johnson drive will mean to the industry. The top producers in the field (including, among others, Regina, General Floorcraft, Hoover, and Shetland) generally agreed that 1955 would be a good year, however, even if no new, special promotion developed. And at least one new company (Fillery, which introduced a combination polisher, vacuum cleaner late in

1954) will enter the field this year with a floor polisher.

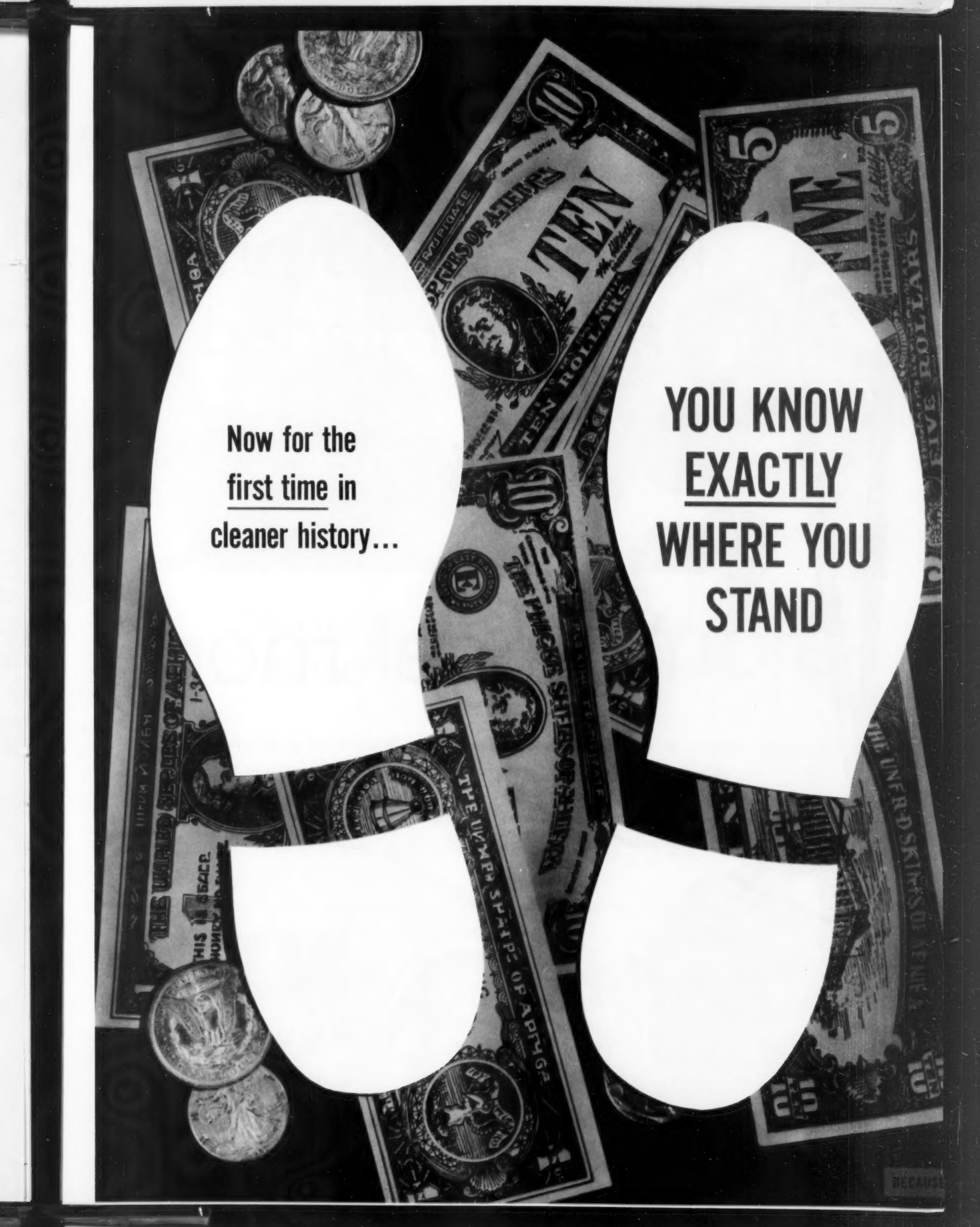
No Shift in Price

Manufacturers also agreed that prices will be "about the same" in the coming year. Again in 1955, appliance stores and hardware stores are expected to be the main outlets for floor machines. Department stores will be another important outlet, and, as one manufacturer observed "As floor polishers are advertised nationally, become popular and are 'pre-sold,' they will, of course, be a good item for discount houses to pick up and start selling."

As a matter of fact, at least one brand which is advertised nationally has already become popular with some discounters.

Generally speaking, however, the future looks "shiny-bright" for the floor polisher industry. One manufacturer noted that, "Every appliance has a sudden, big-growth period long after its initial introduction." And, if big promotion pays off, 1955 could easily be the "big-growth" year for floor machines. End





Now for the
first time in
cleaner history...

**YOU KNOW
EXACTLY
WHERE YOU
STAND**

BECAUSE

General
Electric's

NEW Roll-

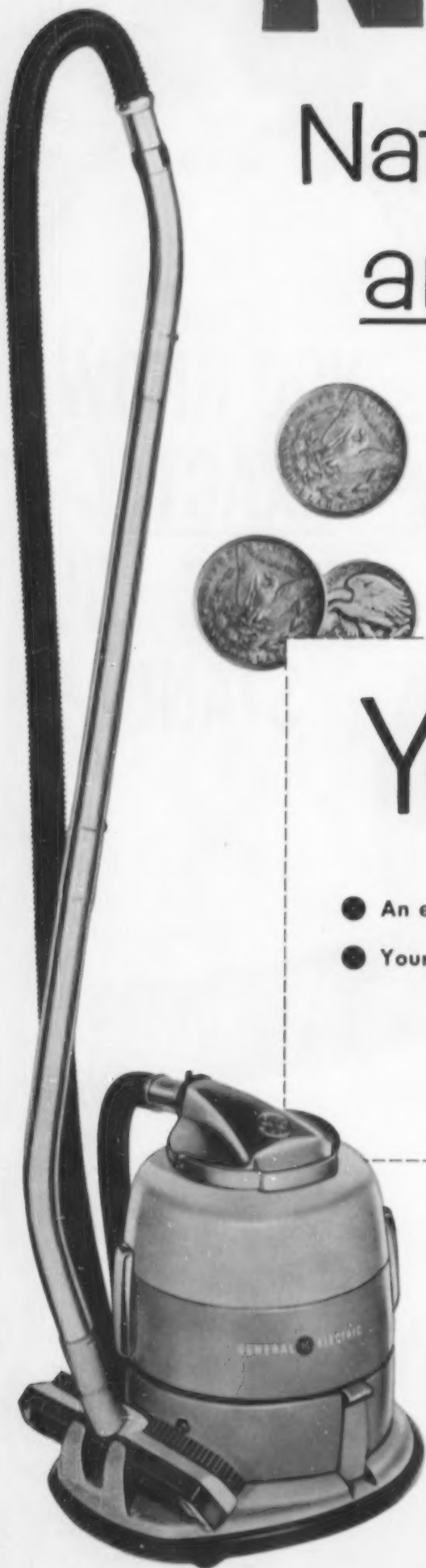
Nationally advertised
and Fair Traded at



You get more

- An easy-to-sell demand product
- No extras to sell!
- Your profit is protected
- Fair Traded to eliminate price cutting
- No trade-ins—no tie-ins

THIS ALL ADDS UP TO HIGH VOLUME SURE PROFITS



NEW

Roll Around
Swivel-Top
CLEANER

Around Cleaner

\$69⁹⁵

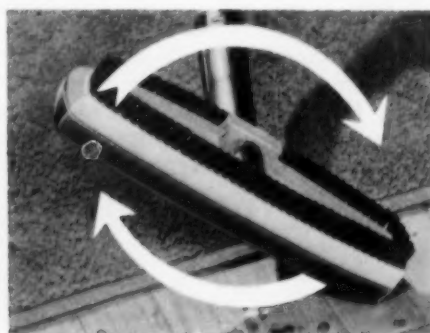
Your customers **get more**

Now G. E. offers "Roll-easy" cleaning, the successor to famous "Reach-easy" cleaning, at a new retail list price \$20 lower. The ultimate in whole-house cleaning — rolls easily, cleans easily, stores easily, is always ready for action. When this new all-purpose cleaner is rolled out with its 2-in-1 floor and rug cleaning unit attached, it's ready to clean rugs, carpets, floors in every room of the house (and that's 85% of all the cleaning women do)!

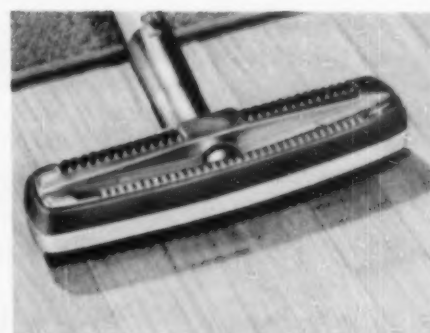
ONLY G-E HAS THE FAMOUS 2-IN-1 RUG AND FLOOR TOOL



One side cleans rugs



Lift—it turns itself over



The other side is perfect for floors

G-E Cleaners
lead in

consumer preference because...

- G. E. outspends competition 2-to-1 in national advertising preselling G-E Cleaners.
- G. E. has the largest local advertising program backing up dealers.

and only G-E features its cleaner
in big-time evening **TV**

A **PRE-SOLD** customer is
an easy sale

We're going to "showcase" the completely new G-E Roll-around Cleaner in an important way to the biggest audience we've ever had!

LIFE.....5,472,580
LADIES' HOME JOURNAL.....5,020,948
THIS WEEK.....10,899,759
PARADE.....6,326,233
1st THREE MARKETS.....4,997,361

TV really sells G-E Cleaners

Cleaners need demonstration to sell, and television is the answer. That is why General Electric backs their cleaner with the strongest TV support behind any cleaner—over 180 million "in-home" demonstrations next year on G.E.'s increasingly popular Ray Milland Show!

Call your G-E distributor now—chalk up the biggest vacuum cleaner sales in your neighborhood with the hottest thing on wheels—the new G-E Roll-around Cleaner! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Come to Room 11—102 Merchandise Mart. See the Famous Roll-around Cleaner in Action!

THE EASIEST SALE IN THE CLEANER BUSINESS!

GENERAL  **ELECTRIC**



Rolls from room to room with the greatest of ease!

NEW Roll-around Cleaner—\$69.95!

General Electric

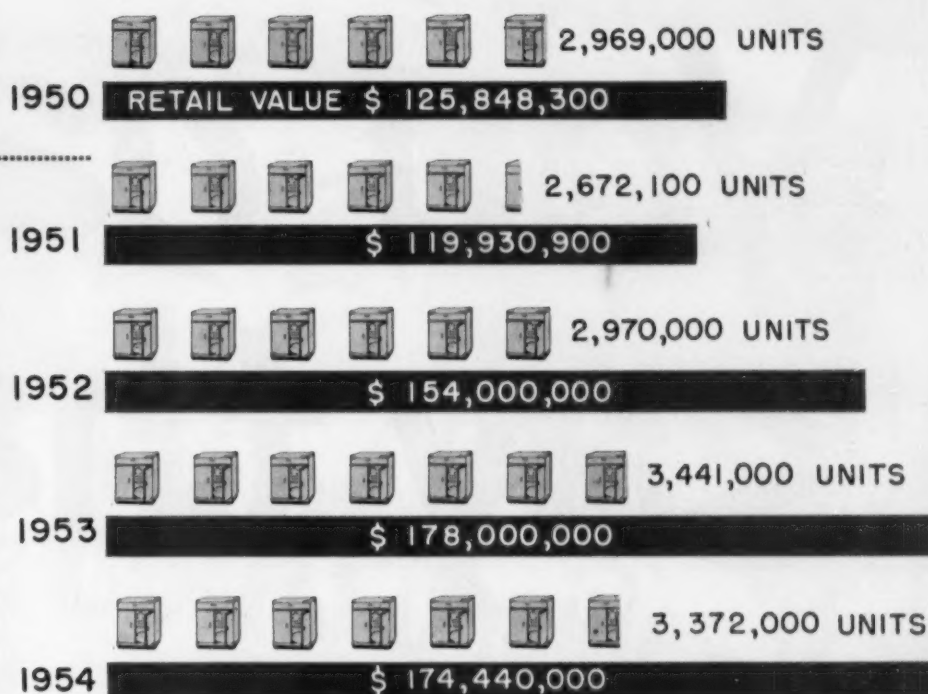
Selling for you in national magazines.



Selling for you on network television.

Steel Kitchen Cabinets

Industry achieves second-best year in history despite growing problems of competition, rising costs, demand for color and built-ins. Dealers sell 65 percent of 3,372,000 cabinets



THE year of 1954 was a good one for the steel kitchen cabinet industry. Some 3,372,000 units were moved this year for a total dollar volume of \$174,440,000. Roughly, 1954 finished up about two percent under 1953.

Despite a slight dip in both unit and dollar volume, the industry seemed pretty well satisfied to end up with a year which equaled, but did not pass, the highest figures ever racked up in the steel kitchen cabinet field—1953 is 3,441,000 units and a dollar volume of \$178 million. This is a long jump from the \$83 million plus done in 1949. The constant upgrading of the market, both in units and dollar volume, is encouraging.

Although the industry hit the same pace as last year, a few firms did vary somewhat from the industry average. Several showed some drop in their volume, ranging from five to ten percent. Others climbed up the sales chart by a "slight bit over" or by varying figures of five, ten and up to twenty percent improvement.

A Sliding First Quarter

The first two quarters of the year showed some signs of a letdown, corresponding with business generally across the country and backing up the common talk of a recession. But a spurt in the final two quarters brought 1954 almost even with 1953.

When talking of the future and sales for the coming year, the steel kitchen cabinet industry definitely feels bullish. Estimates vary according to the specific markets and the lines handled, but most of the cabinet makers feel that 1955 should go down on the books next January as about ten percent above the volume of this year.

"1955 looks like a good year," is a typical comment, with others adding, "We would expect industry sales to increase dollar-wise and percentage-wise in 1955." The increased amount of building and remodeling on the books is one encouraging sign for the year ahead.

No '54 Inventory Problem

Inventories presented no particular problems during 1954 and there seems to be a feeling that the stock-piles are in good shape for the start of the new year. If any change at all is indicated it is probably that of a lower total inventory, not higher stocks. Normal was the most common way of wrapping up the problem. Generally speaking, the industry ended 1954 with its inventories lighter than in the preceding year.

As one company spokesman summed it up, "At factory level, the inventory situation is very satisfactory. At distributor level, inventories are low and at retail they are non-existent." The average dealer, most manufacturers feel, does not stock kitchen inventory other than his floor display, and perhaps his model or display kitchen. Because each kitchen is varied and each job calls for a different arrangement of cabinets, the average dealer does not order his merchandise until the kitchen is sold. Distributors are handling the warehousing for most of their accounts.

There were not too many price changes of importance during 1954. Generally the picture remained stable and most of the industry stated that there was "no marked change" in the situation. The industry, it appears, is beginning to stabilize in this respect.

Prices May Inch Up

But prices may show a slight upward adjustment during the coming year of 1955, according to the manufacturers surveyed by ELECTRICAL MERCHANDISING. The basic reason for this change seems to hinge on increased material and labor costs. Much of this is dependent upon the level of steel prices, so it is hard to make any definite predictions beyond a general "upping" at list. Steel prices did show some rises during the past year, but practically all the cabinet makers absorbed this at the time. There has been some instability on new construction in some areas and this is expected to continue for another year.

Markups in the kitchen field, already one of the highest in the major appliance field, show little evidence of change during the year ahead. And the chance for any drop seems slim due to the fact that steel kitchen cabinets require large margins for the skills and the costs involved. The kitchen field is definitely a specialty field and requires this extra bit for doing the job well.

The financing end of the kitchen cabinet business shows little change—with one notable exception. This is the open end mortgage. This one phase of the financing picture was reviewed during the past year and has been spelled out for those fields having things literally nailed down or involving installation work. And the kitchen field is one phase of the appliance industry which can get great benefit from this service.

Most of the manufacturers questioned felt that there had been little real effect on the industry during the past year. They felt that it did not seem to be used widely as yet but that it has "unlimited possibilities."

The industry looks forward for an increased use of the open end mortgage, resulting in more remodeling as homeowners become aware of the existence of such a financing feature. Some feel that it will be a considerable time before its use is increased to the point where it can affect the market to any great extent. But it is felt that this can have specific sales advantages and should produce additional volume provided it is acceptable to a sufficient number of lending institutions.

The open end mortgage is bound to have some favorable influence and will become increasingly effective as dealers get better acquainted with it and use it as a sales tool.

Dividing Up the Market

The kitchen cabinet market seems to divide fairly evenly between new construction and remodeling. There is some feeling in the industry that the steel cabinet field has lost ground in new construction but has gained in remodeling.

(Continued on page 160)

TWO YEARS STATISTICAL SUMMARY

Kitchen Cabinets, Steel	
1954	1953
3,372,000	3,441,000
\$51.73	\$51.75
\$174,440,000	\$178,000,000
Units Sold	
Average Retail Price	
Retail Value	

You can say that again →

We said it on April 21st—a little more than eight months ago.

It foretold the coming of the now famous Raytheon "Challengers"—with an entirely new idea in TV.

It preceded the introduction of the Raytheon "Aristocrat" series—finest television values ever to bear the Raytheon name.

It heralded an upsurge in sales that *multiplied* Raytheon production figures—and made Raytheon a factor to be reckoned with in the field of TV production and merchandising.

It led to the addition of numerous nationally known and respected distributors—and hundreds of forward-looking dealers.

Then—*Deeds* followed *Words*—thereby earning the respect of those who *read* and *remembered*—as well as the thanks of those who *profited* by *responding*!

Now we say it again! "When a Giant Decides, Something Happens!"

You who followed the events that took place on the heels of our first announcement, will read *significance* in this *repetition*!

And you will *do something about it*!

You will *not* want to ignore opportunity a second time! This second time, you will realize something is brewing at Raytheon that is definitely worthy of your *serious* and *immediate* interest.

Visit Us During The Market

1191
MERCHANDISE
MART

3607
SHERATON
HOTEL



RAYTHEON MANUFACTURING COMPANY • Television and Radio Operations • 5921 West Dickens Avenue • Chicago 39, Illinois

This page reprinted
from Retailing Daily
of April 21, 1954



When a **GIANT** Decides— *Something Happens!*

Great happenings in the world of business usually result from the major decisions of recognized leaders.

The trends and changes which such decisions often initiate, make it vital that they be studied and evaluated by all who will inevitably be affected.

Some months ago, such a decision was made. It was made by Raytheon—and its results will soon be apparent in a new Raytheon television line whose impact will be felt by the entire industry.

Raytheon! For thirty-two years a pioneer in the science of electronics—and for twenty-five of those eventful years, supreme in its field.

Raytheon! One of the few major producers of the television picture tubes required by scores of manufacturers of TV sets.

Raytheon! Whose developments and inventions and parts and components supply a vast contribution to the basic needs of the entire television industry.

Raytheon! Whose products and services command a patronage of nearly two hundred million dollars annually.

Raytheon! With enormous resources and capacities, including engineering talent and manufacturing facilities unsurpassed in the world.

Raytheon! Wise enough to bide its time until ready!

Raytheon! Now Geared to Go—and offering the well-considered suggestion—that any television distributor or dealer who feels the need of greater certainty and security and happiness in his business—should act to inform himself **IMMEDIATELY** about what will come from Raytheon—**SOON!**

RAYTHEON TV

The Gold Standard of Values in Television

**profit from the
sales appeal of
appliances powered with...**

Lamb Electric
SPECIAL APPLICATION
FRACTIONAL HORSEPOWER **MOTORS**



Series motor parts engineered for floor polisher; adaptable to food mixers and other household appliances.



Lightweight universal motor for portable devices requiring a self-ventilated, high-speed motor.



Compactly designed turbine provides dependable operation for canister-type vacuum cleaner.

• The quiet, dependable operation of appliances equipped with Lamb Electric Motors makes them easy to sell... assures fast turnover... builds customer good will — all factors which result in increased store profits.

This is one of the reasons why more and more dealers are featuring Lamb Electric motored appliances.

THE LAMB ELECTRIC COMPANY
KENT, OHIO

In Canada: Lamb Electric — Division of Sangamo Company Ltd. — Leaside, Ont.

THEY'RE
POWERING
AMERICA'S
Finest
PRODUCTS

Lamb Electric
SPECIAL APPLICATION
FRACTIONAL HORSEPOWER **MOTORS**

Steel Kitchen Cabinets

CONTINUED FROM PAGE 157

(It is estimated that 20 percent of new construction uses steel cabinets.) The industry wide promotion, backed by the Steel Kitchen Cabinet Manufacturers Assn., plus the introduction of steel units in a wide range of colors, textures and finishes are vital factors. These units are still competitively priced against factory-built wood cabinets in the aim to hold and recapture the market share.

But the division of the market is not always pegged at even. The most mentioned breakdown sets some 65 percent of the market in remodeling and the remaining 35 percent for new construction. Much of this depends on the individual lines marketed by the various firms. Top quality lines or lower priced promotional units may go in different directions.

Distribution shows little evidence of change during the past year, but there is a trend toward a more selective pattern in the coming year. Full-line manufacturers, those backing up with appliances, may put more emphasis on cabinets and work for the package sale. Distributors are beginning to show more interest in the cabinet lines and may place them in a higher position as far as sales and promotional effort go.

The appliance dealer remains high on the list of preferred dealer outlets handling steel kitchen cabinets. Many consider him the major outlet for the market. The increase of modular type appliances, along with ensemble selling tend to make or create a specialist in the appliance field itself.

The plumbing retailer is showing an increase as a factor in the field, along with the kitchen specialist. The latter, still small in numerical strength in the national picture, is gaining stature because of the service he can offer. Limited mostly to the remodeling field, he often concentrates on the custom lines. Builders still handle a great share of the cabinet business going into new construction and with the great number of housing starts continuing to spiral upward, will contribute greatly to the industry's unit-volume.

Competitive Factors

Competition during the past year was unchanged, according to some in the industry. But beneath the surface much was stirring. Actually this past year showed only the signs of an increasingly competitive market. It is one which should really open up during the coming year.

Much of this boils down to the healthy supply of raw materials which are available in unlimited supply for the first time in some years. The strikes which had effect the year before were not present in 1954 and steel is now in abundant supply for all who are willing to buy.

Clearly, competition has begun to shape up. Already some firms are featuring low priced specials and package promotions are increasing.

One of the big pushes behind the promotional activities of the field has

been the Steel Kitchen Cabinet Manufacturers Association. With its membership claiming ninety percent of the business in this field, they have launched industry-wide promotions on which many have hung their advertising and promotional budgets.

Initiation of "Steel Kitchen Cabinet Month" this past October showed the start of effective, combined promotion from an industry viewpoint. This month-long joint effort kicked off activities which involved consumer advertising, direct mail, trade space, in-store displays and demonstrations, plus specific area advertising in newspapers at the dealer level. Television was used and package or impact presentations, including editorial coverage, were used in leading newspapers.

Additional Steel Kitchen Cabinet months are in the planning stage right now, with September of 1955 and June of 1956 on the schedule.

Color Problem

The biggest and most noticeable changes in the steel kitchen cabinet industry are two in number. Both are factors that come from without the industry and present problems over which the industry has little direct control. But they are vital ones and can have far reaching effects in the sales and production goals during the coming year.

First is the bugaboo called color. This is not new to the kitchen field and has had its ups and downs for quite a few years. But once again it is becoming more of a problem and has definitely entered the competitive end of the business.

But the terminology of the word color is misleading. A better way to nail it down in considering the present and coming market picture is to talk in terms of finish. While color is a part of finish, it is not the whole thing. New materials have entered the scene and even the word wood is heard these days. Texture is important.

Color itself is becoming more popular on the consumer front. And it not only shows a trend toward more use of color, but that of more and different colors in the lines themselves. 1954 saw the increased introduction of color in steel kitchen cabinets, but it also saw the use of textures, plus new and different materials. It saw the use of wood with steel cabinets. Copper appeared in some lines. Peg-board is being used.

Actually, many of the manufacturers feel that they are working toward color because of materials and not color itself. Wood, often considered a "nasty word" by many, is now heard and some of the folks are facing the problem directly.

It is a question of whether the consumer wants a material itself or just the appearance of this material. While wood and steel have battled it out since kitchens first started, much of the thought today boils down to "What does it look like?"

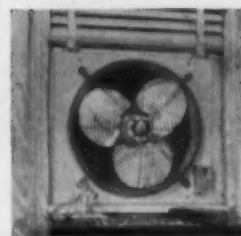
(Continued on page 165)

DIEHL

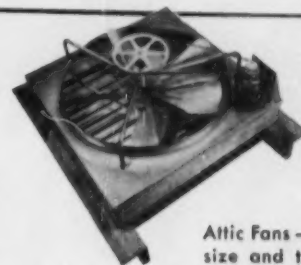
FANS

1955

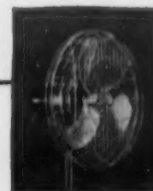
The Prestige Line of Profit-Builders—
a fan for every *purse* and *purpose*.
New colorful years-ahead styling—
designed with built-in customer satisfaction.
Sell the *best* for more and easier sales—
Sell Diehl.



Window-Type Ventilators—
Manually and Electrically
Reversible.



Attic Fans—a
size and type
for every need.



Air Circulators—oscil-
lating and non-oscil-
lating.

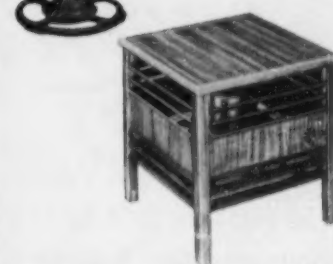
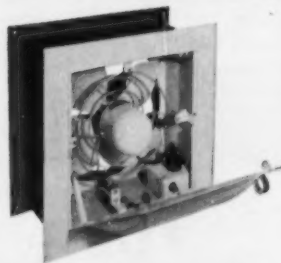


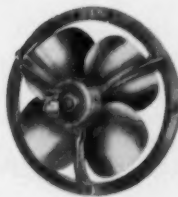
Table Air Circulator
—serves a dual use, it's a fan,
it's a table.



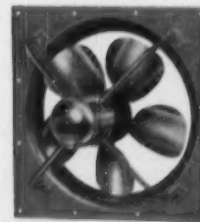
Desk and Bracket Fans—resi-
dential, commercial and in-
dustrial types.



Kitchen Ventilators — both
wall cabinet and window
models.



Ventilating Fans—ring mount-
ed, direct drive.



Exhaust Fans — types to meet
practically every need.

DIEHL MANUFACTURING COMPANY

Electrical Division of THE SINGER MANUFACTURING CO.

Finderne Plant, SOMERVILLE, N. J.

District Offices: Atlanta Baltimore Boston Chicago Detroit New York Philadelphia

Well balanced
warehouse stocks
carried in:

Atlanta • Boston • Chicago • Detroit • New York • Philadelphia

SEE US AT BOOTH 1122 NATIONAL HOUSEWARES SHOW JANUARY 13-20 DRILL HALL—CHICAGO, ILL.

EUREKA'S

more EUREKA sales in '54 than in any

AMERICA'S FASTEST GROWING FAVORITES IN VACUUM CLEANERS

...with the HOUSEWIFE



with the DEALER

Come Listen!

Over 3000 Eureka Vacuum Cleaners
sold at retail in 1954 by the
Consolidated Gas & Electric Co.
Baltimore, Maryland

SPACE 1786-87

FURNITURE MART-CHICAGO

January 3-14, 1955

In Baltimore, a great city with one million population, the Consolidated Gas & Electric Co. sold over 3000 Eureka cleaners at retail to their own customers in 1954. Think of it! An average of 60 sales per week for 52 weeks, all sales in their stores and *not one* with a trade-in allowance!

Here is terrific proof that Eureka retail promotions on both the Eureka Roto-Matic and Automatic Upright at \$69.95 produce record sales week after week. They produce for dealers both large and small who feature Eureka cleaners and use the amazingly successful Eureka Promotion Programs.

Write, wire or see us at the Chicago Market.

EUREKA

EUREKA WILLIAMS COMPANY

DIVISION OF HENNEY MOTOR COMPANY, INC. • BLOOMINGTON, ILLINOIS

Save \$20
this week!

Free \$19.95 Offer

THIS WEEK ONLY... to introduce the most spectacular vacuum cleaner of all time!

Sensational years-ahead
1954 EUREKA
Roto-Matic

FREE
of extra cost

20% More Savings

Biggest Year!

previous year!

Rated No. 1 Best Buy

EUREKA

Roto-Matic
Swivel-Top
Cleaner

The
Promotion
Winner!



\$69⁹⁵

the magic figures that
make promotions
pay

World Famous
EUREKA
Automatic
Upright
Cleaner



The TRADE-IN SPECIAL
Nationally Advertised
at \$89.95

Come See!

EUREKA

...go sell!

Best in show!



Look for this blue-ribbon emblem at the Furniture Market and Housewares Shows in Chicago this month. It will appear only on the booths of companies that advertise

in The Saturday Evening Post. The Post has always been the advertising showcase for America's finest household furnishings. They're the best in any show!



— gets to the heart of America

Steel Kitchen Cabinets

CONTINUED FROM PAGE 160

One manufacturer stated that, "It now appears that the homemaker did not want color in the first place. What she really wanted was a wood finish. It is entirely likely that she will again get tired of seeing every kitchen in the block with the same finish and that the wood finish will exhaust itself as quickly as the color trend has."

This trend toward wood finishes has caused considerable uneasiness in the steel kitchen cabinet industry. Many feel, as above, that it is a move to finish, not material. Much of this is behind the changes coming which give both color and texture in the kitchen without sacrificing the advantages of steel construction.

The recent increase of color in appliances has complicated the picture somewhat. As one industry person put it, "Increase of color in appliances will only add to the confusion."

Color As Color or Texture?

But the trend is moving this way and will continue to do so in 1955. One major complete line manufacturer has introduced appliances in five colors plus white in 1955. These are mix-and-match offering which will be backed by similar setups in the firm's cabinet line. Other appliance companies have brought out one color only, claiming it is a neutral or matching color which will go with almost anything. Many still believe that color as color has almost completely run its course in the cabinet field.

The increase of color in appliances, some think, will only tend to add to this confusion as the kitchen cabinet manufacturers who paint their lines find they cannot match the shades in related appliances.

Whether there can be any standardization in this thinking of colors remains doubtful. But it does seem possible that most will tend to do this on their own, sticking to basic hues which will be able to work with other lines to a limited extent.

The influence of the appliance field will be strong and you can look for

an increase in the color trend. A majority of the business will remain in white (some estimate this at 95 percent) but the swing will continue to widen.

Built-Ins and Sizes

The second major factor which has troubled the steel kitchen cabinet field during the past year is that of component appliances, such as the built-in ranges and ovens. The introduction of these units during the past year has increased and will continue to increase in 1955.

But the basic problem here is that there is a serious lack of standardization in these units, particularly in oven widths. Each manufacturer makes his own size, often working with the dies from his conventional models. For the people who make the cabinet to house, hold or surround the ovens, this can be rough. It has, as one manufacturer said, "Created a problem for all concerned."

The Steel Kitchen Cabinet Manufacturers Assn. approached this problem last March when they invited all the major oven and range manufacturers, plus NEMA and GAMA, to sit down in New York and discuss this subject. The possibilities were outlined from all directions but no action has been taken as yet.

At the start of this year, the common solution seems to be one of two courses. Many appliance firms are tying-in with the cabinet manufacturers to have the two lines coordinated. The two can thus work together, which is in effect, standardizing on a different level. The other approach is for steel kitchen cabinet people to bring out their own lines of built-in ovens and ranges.

The result of this lack of standardization at the present moment is a serious limitation of the market potential. It is one which should be solved through a joint appliance-kitchen cabinet effort for the efficient use of the whole market potential. It remains a stumbling block in the path of the industry's growth. End



"SURE I EXPECT TO WIN... I'M ALL PACKED."

**America's
Most Complete
Line of**

Homko

LAWN EQUIPMENT

BIG YEAR 'ROUND SALES FOR BIG YEAR-END PROFITS

**"A Power Mower
for Every Lawn"**

XP-160
20" Self-Propelled
Trimmer Gas

**A Leaf Mulcher
is Available for
Every HOMKO
Rotary Mower
as an Accessory**

JK-80
18" Trimmer - Gas

RM-20
20" Gas

EL-18
18" Trimmer
Electric

LS-200 20"
Lawn Sweeper

LS-240 24"
Lawn Sweeper

RR-140
30" Riding Mower
Gas

SP-100
18" Snow Plow

**Accessory: Leaf and
Spreader**

Accessory: Cart

Accessory: Roller

**Accessory: Squeegee Hitch
(Hitch only - to be used
with Lawn Sweeper)**

Accessory: Dual Wheels

MS-90
5" Hand
Trimmer
Electric

**Get Complete Information on HOMKO LAWN EQUIPMENT
from your Jobber Today or Write for Catalog**

Manufactured by
WESTERN TOOL & STAMPING CO.
 2725 SECOND AVENUE DEPT. 61 DES MOINES 13, IOWA

This ad is featured January 17th in

LIFE



Today, the picture is closed in by a surrounding mask in all television except Sylvania. Only Sylvania TV gives you the extra expansion of HaloLight—the soft frame of light which matches and blends with your 21 inch picture—makes it look 24!



Words or pictures are hard to see if they're crammed inside a dark area. That's why eyes have trouble. That's why eyes have trouble tell you not to read specialties but with light all around. That's why they advise comfort HaloLight, surrounding Sylvania's new "Silver Screen 85" actually gives you more to see while giving your eyes more comfort. For the first time in TV you can now enjoy Eye Fidelity you can now enjoy the eye as rewarding to the eye as High Fidelity sound is to the ear.

See Sylvania on TV in THE SILVER SCREEN. Friday night, 10:00.

How Sylvania's new "Silver Screen 85" with

The television picture is brighter in most of 1955's new sets. For this reason it is all the more important that you see HaloLight surround lighting before you select any new television set.

For Sylvania HaloLight around the new picture makes its brilliance far easier and pleasanter for your eyes than any other television set in the world.

Watch Sylvania television with HaloLight for ten minutes and you will never again settle for the enclosed, oval viewing area provided by other television.

A glance at the comparison pictures above is not enough. They cannot show how the blended, luminous frame expands and grows the Sylvania picture. And of course they cannot show the Sylvania "Silver Screen 85," the new picture tube which



"Silver Screen 85" + HaloLight - Eye Fidelity!

gives up to seven times more contrast in the television picture.

Advanced design of Sylvania picture tubes has made them the most widely used of any make. The newest Sylvania picture tube, with millions of particles of activated pure silver across its entire faceplate, now actually lets you see 250 separate gradations between the white and the black. "Silver Screen 85" framed in HaloLight now introduces Eye Fidelity in television!

Only SYLVANIA can tell your customers this profitable selling story!



Words or pictures are hard to see if they're crowded inside a dark area. That's why books have margins. That's why eye specialists tell you not to read with a spotlight but with light all around. That's why they advise TV surround lighting for eye comfort. HaloLight, surrounding Sylvania's new "Silver Screen 66," actually gives you more to see while giving your eyes more comfort. For the first time in TV you can now enjoy Eye Fidelity—as rewarding to the eye as High Fidelity sound is to the ear.

Both pictures and both eye areas are actually the same size. Yet now here they look larger in surround light at the right.



Viewers' eyes almost invariably turn to rest on Sylvania television with HaloLight when it's side by side with another set. That is a test you might like to make at your Sylvania Dealer's. The set shown is the Radiator, an mahogany veneer or blonde lacina. The wrought iron base is optional.

HALOLIGHT® brings Eye Fidelity to TV

Other new Sylvania features: TV's first "No Shift" Tuning when you automatically from VHF to UHF. Just turn one knob from 2 to 62 for any channel in the U.S. Dual speakers—one for "bass," one for "treble"—give new presence to voice and music. More automatic controls than in any other set made.

A critic once said all TV screens, like all cats, are grey at night. But when you visit your Sylvania Dealer... when you make the famous Eye Comfort Test and see the new Sylvania sets, you'll see TV as different from the others as day and night!

SYLVANIA ELECTRIC PRODUCTS INC.
RADIO • TELEVISION • LIGHTING • ELECTRONICS • ATOMIC ENERGY
Radio & TV Division, Buffalo 7, N. Y. In Canada: Made by Sylvania Electric (Canada) Ltd., for Northern Electric Company Ltd.

keep your eye on **SYLVANIA**...fastest growing name in sight



Shown at left, the 1955 Lowman in mahogany veneer or blonde lacina. 16 new 1955 Sylvania models start at \$169.50, including Federal Tax and warranty. Slightly higher in the Far West and South.



Here's the first in the dramatic, new series of ads that sell HaloLight in '55!

This is how Sylvania demonstrates the remarkable facts about HaloLight... what it is... what it does. And it proves no other television receiver can match the picture fidelity and eye comfort of this exclusive Sylvania feature.

It's part of the month-after-month series of new Sylvania advertisements that will reach the buying

families of every major market in America through the pages of Life... plus some of the nation's most influential magazines.

Your local Sylvania distributor is prepared to prove that Sylvania HaloLight television is easier and more profitable to sell, too. Call him today. Be ready to take full advantage of this new dynamic Sylvania

advertising program that will make HaloLight a household word that can translate itself into dollars.

SYLVANIA ELECTRIC PRODUCTS INC.
RADIO • TELEVISION • LIGHTING
ELECTRONICS • ATOMIC ENERGY
Radio & TV Division, Buffalo 7, N. Y.
In Canada Made by Sylvania Electric (Canada) Ltd.
for Northern Electric Company Ltd.

keep your eye on **SYLVANIA**...fastest growing name in sight!



Oil and Gas Space Heaters

Oil unit sales level off at 520,000 despite efforts to eliminate seasonal factors. Gas units reach a volume of 383,750 and wall heaters score 300,000

THE year 1954 blew into history with an estimated sale of 520,000 vented oil space heaters, selling at an average price of \$96.00 according to a panel of marketing experts in the industry.

It was thought that approximately 25 percent were moved with thermostats, 45 percent with blowers.

On the pricing estimate, there was the usual difference of opinion between chains and manufacturers, but more manufacturers dropped their figures. Fully 35 percent of sales involved trade-ins, and agreement was that 66 percent of the oil space heater market is saturated (some said 80). About 76 percent are sold on time.

New Homes Without Central Heating

About 18 percent of the oil space heaters sold go into new construction, and it is good news to the industry to know there were 1,128,314 more houses without central heat in 1950 than there were in 1940.

This was revealed by the 1950 census, the latest information on the subject. It has always been the classic attitude of the industry that all new housing would have central heating, and that the space heater business was a dying industry. Truth is, high construction costs have forced the erection of smaller homes, and a space heater with a blower is the best short cut to reduce costs.

It is now the belief of manufacturers that the business is leveling off to sales of about half a million a year, and this annual volume should be good for a decade.

Wood and Coal Users Are Prospects

Besides new construction and replacements, the users of wood and coal for home heating form the logical prospect lists for space heater sales. This group comes from the 20,294,625 homes without central heating reported in the 1950 census of housing.

Wood as home fuel was dropped in 3,451,795 homes in the decade between 1940 and 1950, and coal in 2,775,757. There were 1,220,243 homes with space heaters in 1940 (manufacturers say far more than this) and the number jumped to 4,628,815 in 1950, a gain of 3,408,572 in the decade. (This is based on families reporting, not necessarily the correct total).

It may come as a surprise to know that the space heater business has as many prospects in cities as on farms and rural non-farm homes. There were 10,064,880 urban homes without central heat in 1950, said the U. S. Dept. of Commerce. Towns over 10,000 buy 18.4 percent of the space heaters; 2,500 to 10,000, 11.1; towns under 2,500 (rural non-farm) 24.3; suburban, 4.7; rural dwellers, 41.5.

That the sale of space heaters for old construction offers a much bigger market than new is evidenced by the 1950 census, whose reports on 44,229,845 occupied homes breaks down into these ages:

10 years old	9,174,635	(20.7%)
10-20 years old	5,893,125	(13.3%)
20-30 years old	8,893,715	(20.1%)
30 years and over	20,263,873	(45.8%)

Tempering the generous margins (40 percent) that make space heaters popular with dealers is the shortness of the season. Last year found that the plans to spread the space heater business over more months were not clicking. Thermostats, blankets and other premiums planned to bring in business ahead of cold weather did not seem to draw. One firm even gave dating up to January, and guaranteed prices throughout 1955, but in general the public seemed to feel that there were plenty of space heaters to be had quick, and waited until Jack Frost was nipping at their heels. Before October 10, business was worse than 1953, after then, better.

(Continued on page 170)

How They Heat Their Homes

Occupied Dwellings in U. S. 42,826,281

1950 CENSUS OF HOUSING

Reporting in U. S.	Non-central heating	Coal	Wood	Utility gas	Bottle gas	Liquid fuel
	20,294,625	4,846,690	3,910,360	5,395,075	805,120	4,628,815
Urban	10,064,880	2,092,580	531,495	4,462,440	167,455	2,451,445
Rural Non-Farm	5,719,690	1,644,205	1,261,705	781,080	329,490	1,480,305
Rural Farm	4,510,055	1,109,905	2,117,160	151,555	308,175	697,065

1940 CENSUS OF HOUSING

Reporting in U. S.	Non-central heating	Coal	Wood	Gas	Fuel oil
	19,732,355	7,622,447	7,362,155	2,728,381	1,220,243
Urban	8,407,223	3,850,639	1,063,340	2,139,792	830,740
Rural Non-Farm	5,088,930	2,288,754	1,837,154	484,962	286,691
Rural Farm	6,236,202	1,483,054	4,461,661	103,627	102,812

Three Years Statistical Summary Oil Space Heaters

	1954	1953	1952
Units sold	520,000	647,800	740,344
Av. retail price	\$96	\$96	\$93
Retail value	\$49,920,000	\$60,892,700	\$68,852,000

The Space Heater Market

	Percent of 1953 U.S. Sales*	Homes with Non-Central Heating	Homes Heated with Oil Space Heaters
Alabama	.25%	678,780	46,740
Arizona	.05	155,435	22,660
Arkansas	.11	448,545	39,975
California	.14	1,781,090	142,390
Colorado	.12	183,580	41,625
Connecticut	.43	165,415	114,450
Delaware	.61	30,716	12,440
Dist. of Col.	.67	19,690	5,285
Florida	5.89	587,990	259,110
Georgia	2.85	733,115	89,130
Idaho	.91	113,285	43,190
Illinois	7.29	781,310	299,580
Indiana	6.02	529,485	150,735
Iowa	3.26	327,295	165,085
Kansas	.24	334,470	47,945
Kentucky	1.45	568,940	25,090
Louisiana	—	611,655	59,685
Maine	.49	127,350	64,110
Maryland	2.20	183,500	61,050
Massachusetts	.52	346,765	245,160
Michigan	8.54	558,510	246,315
Minnesota	2.52	330,670	182,590
Mississippi	.01	491,620	21,100
Missouri	4.69	614,645	131,220
Montana	.33	103,390	26,165
Nebraska	1.03	183,320	74,290
Nevada	.12	36,025	13,575
New Hampshire	.19	65,310	38,485
New Jersey	.33	259,435	133,680
New Mexico	.01	122,285	9,725
New York	3.95	684,305	254,900
N. Carolina	11.65	814,260	202,835
North Dakota	.84	76,715	30,655
Ohio	6.14	759,875	118,685
Oklahoma	.02	497,030	29,825
Oregon	1.83	298,270	124,770
Pennsylvania	4.01	695,605	66,485
Rhode Island	.24	89,030	67,345
So. Carolina	4.26	456,430	110,765
South Dakota	1.01	105,125	49,365
Tennessee	1.64	678,055	65,300
Texas	.02	1,826,160	154,290
Utah	.24	83,285	10,770
Vermont	.28	49,535	22,180
Virginia	5.44	532,110	109,320
Washington	3.41	406,400	218,220
West Virginia	.22	377,825	4,165
Wisconsin	3.51	339,620	167,885
Wyoming	.02	51,370	8,475
Total	100.00%	20,294,625	4,628,815

*Source: Institute of Cooking and Heating Appliance Manufacturers

†Source: 1950 U. S. Census of Housing Equipment — Table 20

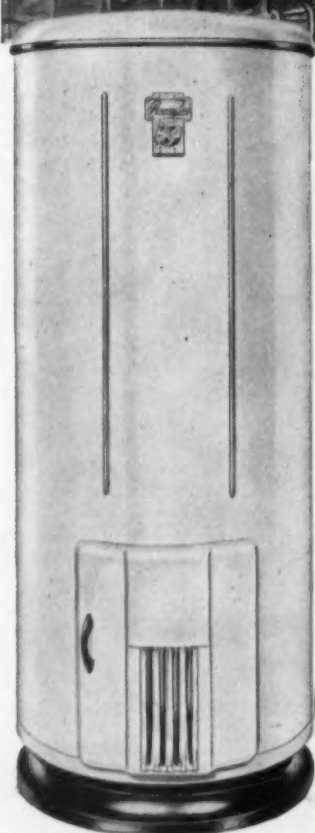


nothing helps sell like

acceptance

UNTRIED BRANDS

PROVEN BRANDS



**A.O. Smith makes more glass-lined water heaters
than all others combined**

*there's only ONE Permaglas®
and it's made by A.O. Smith*

- ➡ the only glass-lined tank proved by over 2,500,000 families
- the only water heater with amazing HEETWALL construction
- ➡ the only glass-lined water heater people know and own
- the only glass-lined water heater YOU know can't rust—ever

SELL
Permaglas®
—the accepted glass-lined
water heater

Through research  ...a better way
A.O. Smith
CORPORATION
PERMAGLAS DIVISION • KANKAKEE, ILLINOIS

You haven't heard anything till you've heard

THE CADILLAC PROFIT STORY

... by Clements, maker of
vacuum cleaning equipment,
exclusively, for 45 years.

**VISIT BOOTH
1768**

at the January Market

JANUARY 3-14

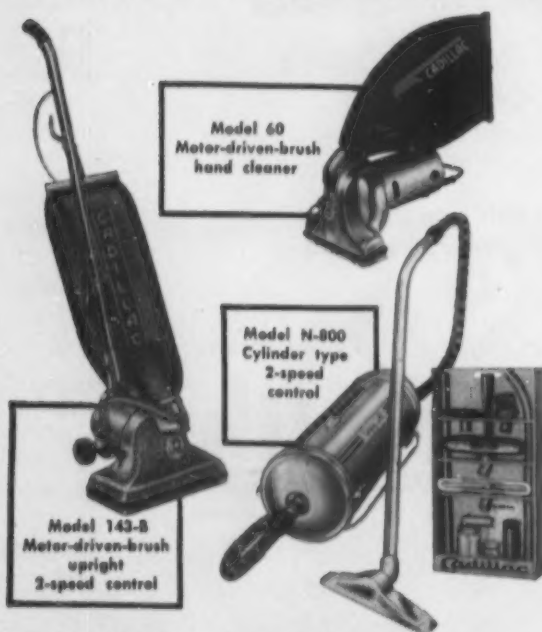
American Furniture Mart

Find out how Cadillac's liberal discount policy gives you more profit per unit.

Remember . . .

Cadillac offers a complete line!

See it on display at the January Market



It's dirt-hungry!

2-speed control!

- SWIVEL TOP
- TOSS-AWAY DUST BAG
- "FLOATING BRUSH" FLOOR NOZZLE
- COMPLETE SET OF ATTACHMENTS
- E-Z-ROLL DOLLY (Optional equipment)
- SUPER-SUCTION

CLEMENTS MFG. CO. Dept. A, 6650 S. Narragansett Ave., Chicago 38, Ill.

Oil and Gas Space Heaters

—CONTINUED FROM PAGE 168—

The \$64 question with the sales experts is how much of a carryover inventory will they have to face in 1955. Belief is that at all levels—manufacturers, distributor and dealer—it will not run much over 150,000 units.

Florida, said one manufacturer, is the best market for space heaters because of the new construction. Another named ten states which he said accounted for 63.9 percent of total industry sales on oil space heaters. They are North Carolina, Michigan, Illinois, Ohio, Indiana, Florida, Virginia, Missouri, South Carolina, and Pennsylvania.

Gas Space Heaters Gain

Gas is one fuel which used to be the most expensive and now is the cheapest, thanks to government regulatory bodies refusing to permit gas utilities to adjust prices to allow for money inflation. This situation, which will not last forever, is what has given gas space heaters their zoom.

A lot of salesmen these days only come to work so they can go out for coffee.

It is believed that 1954 saw 383,750 gas space heaters marketed, and 300,000 wall-type heaters (most of which burn gas). About 28 percent were used with bottled gas.

Selling gas space heaters depends on gas permits being issued by local utilities. This stems back to the gas fields. Where gas becomes available, it is thought there are more change-overs in homes with central heating than without.

The Top Market

The great market, of course, for gas space heaters, is in homes without furnaces. In a comparison with the 1940 and 1950 U. S. census of housing, it was revealed that 3,470,814 home owners swung over to gas space heaters, the greatest change in the group. Incidentally, in 1950, there were 805,080 homes reported using bottled gas for heat.

Ten states accounted for 67.5 percent of industry sales of vented gas space heaters. They are: Illinois, 11.2 percent; New York, 8.1; California, 7.4; Missouri, 6.8; Ohio, 6.7; Pennsylvania, 4.6; Kentucky, 3.6; Indiana, 3.3; Georgia, 3.1 and Minnesota, 2.7.

The Wall Type Heater Market

Wall-type heaters, fairly new on the market, sold around 300,000 units in 1954. Nearly all models burn gas. Half of them were sold for new construction. Five states account for 65 1/2 percent of the total industry sales, as follows: California, 40.7 percent; Texas, 13.9; Florida, 5; Arizona, 3.3; and Colorado, 2.6. Outlook for 1955 is estimated at about 325,000 units.

End

FIRST INDOOR ANTENNA DESIGNED FOR COLOR!



COLORTENNA

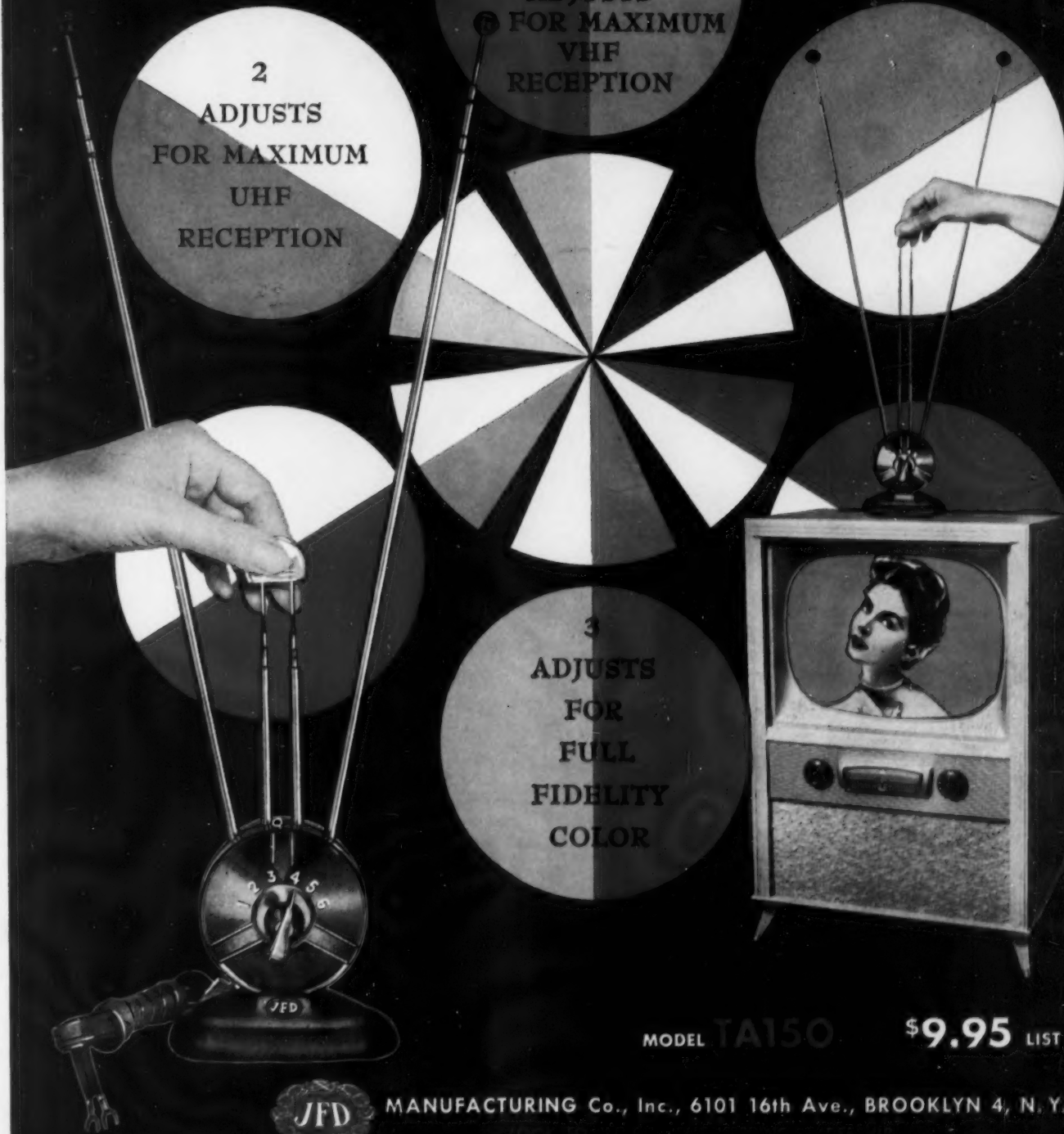
ONLY THE
JFD COLORTENNA
GIVES YOU THESE
3 ENGINEERING FIRSTS.

1
ADJUSTS
FOR MAXIMUM
VHF
RECEPTION

2
ADJUSTS
FOR MAXIMUM
UHF
RECEPTION

3
ADJUSTS
FOR
FULL
FIDELITY
COLOR

EXCLUSIVE NEW
CHANNEL RESONATOR
plus 6-POSITION ELECTRONIC
PHASING SWITCH
provides widest adjustment range



MODEL TA150 \$9.95 LIST

JFD MANUFACTURING Co., Inc., 6101 16th Ave., BROOKLYN 4, N. Y.



If you sell Irons and Ironers—
remember women buy them...and the Journal
is the mightiest magazine for women

PROOF: ✓ The Journal is *first* in circulation among *all* magazines edited for women. ✓ The Journal is *first* in advertising revenue per issue in the laundry-equipment classification. That's why in the Journal you'll find such leading advertisers of irons and ironers as General Electric, Universal, Arvin, Speed Queen, Ironrite, Whirlpool, Kelvinator.

Never underestimate the power of
the No. 1 magazine for women...

Ladies'
Home

JOURNAL

A CURTIS PUBLICATION

THE WORLD'S LARGEST MANUFACTURER
OF WASHERS, DRYERS and IRONERS



Whirlpool

Proudly Presents...

Whirlpool

HAS THE GREATEST FEATURES IN

FULLY-AUTOMATIC WASHERS

SUDS-MISER . . . the ONLY BUILT-IN, AUTOMATIC suds-saving feature!

There's nothing like it. Suds-Miser is a Whirlpool exclusive . . . and it's patented! It's an integral part of the Whirlpool washer . . . built-in and fully automatic. Suds-Miser saves over half the cost of soap and hot water.

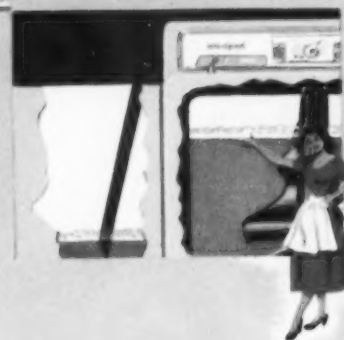
And women want this washday economy. A recent independent, nation-wide survey reveals that Suds-Miser is *most wanted* . . . and the reason for buying . . . by a margin of 7 to 3 over any other washer feature!

Although imitations may come and go, none equals the proven dependability, efficiency and sales power of Suds-Miser by Whirlpool. It is truly the *greatest economy feature* in automatic washing and one of the *great sales advantages* enjoyed by each Whirlpool dealer.



Fully automatic, Suds-Miser pumps hot, sudsy water from washer into laundry tub for storage after first load of clothes is washed.

For next load, only the clean, hot, sudsy water is pumped back into the washer automatically. This can be repeated for as many loads of clothes as desired.



7 RINSES

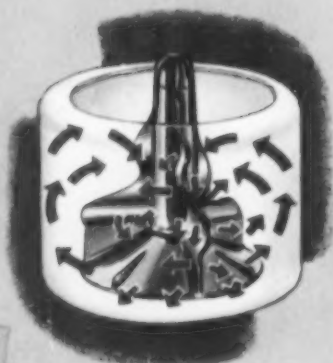
Whirlpool's 7 Rinses (6 pressure-spray and 1 deep Agiflow action rinse) at a proper 95° rinsing water temperature chase all soil and suds away yet use less water! It's the best rinsing known.

5-YEAR WARRANTY

Each Whirlpool Automatic Washer carries a 5-year warranty on sealed-in transmission . . . the "heart" of the washer. Another advantage you have . . . all replacement parts are available for at least 15 years.

FREE-FLOW DRAINING

Wash water is drained away from the clothes . . . not forced through them! Water flows out through 1,199 openings in sides and bottom of the tub . . . no soil is ever left in clothes!



AGIFLOW WASHING

A new high in gentle yet thorough washing is achieved with Whirlpool's new Surgilator. Scientifically designed to balance with the size and shape of the tub, the Surgilator has undulated vanes which create millions of energetic water currents. These swirling currents of busy water result in gentle, multi-flex Agiflow action. They circulate clothes freely and flex them gently thousands of times to loosen and remove the most stubborn soil from a big, family-size load of clothes.

plus all these features . . .

- Guide Lite control tells washing cycle at a glance.
- 3-Temp water selection with fabric guide.
- Select-A-Level control saves water on partial loads.
- Automatic filling regardless of water pressure.
- Delicate fabric washing guide protects those new synthetics.
- Porcelain top resists acids, alkalis, marks, stains, rust.
- Top-loading door with convenient finger-tip release.
- Giant capacity means fewer wash loads.
- Flush-to-wall design for neater installation.
- Germicidal lamp helps sanitize clothes.
- Scientific damp-dry spin avoids straining of fabrics.
- Dual Cycle-Tone when wash is done saves firing steps.
- Fully flexible . . . repeat, shorten, lengthen or skip any cycle.
- Up to full 20-minute washing cycle.

T

Whirlpool

HAS THE GREATEST FEATURES IN

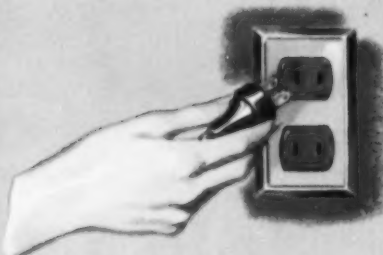
FULLY-AUTOMATIC DRYERS



FULL RANGE HEAT CONTROL
with 3 primary temperature settings assures proper heat for all materials from wools to nylons. Colored light indicates temperature selected . . . fabric guide eliminates all guesswork.

GUIDE LITE centralized automatic control is beautifully colored, fully illuminated to match panel on automatic washer. A turn of the dial selects the drying time and immediately, a colored light follows the operation and tells at a glance how drying is progressing.

DELICATE FABRIC CONTROL
is another great advancement in automatic drying. Automatically, it provides safe drying temperature for the new modern or delicate fabrics.

**PLUG-IN DRYING**

Whirlpool Deluxe Electric Dryer operates on 115-V. current . . . extra wiring is eliminated. All you do is plug in ordinary wall outlet. For even faster drying, it can be installed to operate on 230-V.

GIANT-SIZE DRYING DRUM—solid—for controlled air circulation

Enameled, rust-resisting, spacious drum with solid circumference is satin-smooth to prevent tearing or snagging of clothes. Exclusive controlled air flow directs tempered heat through tumbling clothes in a scientific drying pattern for maximum efficiency. A built-in Sun-A-Tizing lamp releases ozone to freshen clothes with fade-free sunshine throughout drying cycle.

**A DRYER TO MATCH EVERY WASHER**

For each Whirlpool dryer there is a perfectly-matching washer . . . in beauty and efficiency! With more and more prospects wanting both units, this matching feature is another sales advantage for you.

plus all these features . . .

- Porcelain top resists acids, alkalis, marks, stains, rust.
- Built-in lint screen, right on top . . . easy to clean.
- Front-loading door with automatic finger-tip release.
- Drying capacity up to 20 lbs. of wet clothes.
- Therma-Flow action assures fast, economical drying.
- Force-Flo exhaust removes moisture from cabinet.
- Sun-A-Tizing lamp gives clothes fresh-air fragrance.
- Convenient interior light when door is open.
- Automatic door shut-off provides extra safety.
- Flush-to-wall design permits neater installation.
- Lifecoat finish assures lasting beauty.
- Outdoor venting, if desired, can be installed easily.
- Fully-automatic ignition on gas dryer.

WASHERS, DRYERS and IRONERS T



FULLY-AUTOMATIC WASHER

In styling, in beauty, in performance . . . the Imperial Washer is truly a masterpiece! It has all these features that have made Whirlpool famous . . . Suds-Miser, 7 Rinses, Agiflow washing, Guide Lite control, 3-Temp water selection, Select-A-Level water control, automatic filling, delicate fabric guide, porcelain top, finger-tip release loading door, giant 9-lb. capacity, scientific damp-dry spin, flush-to-wall design, germicidal lamp, Free-Flow draining, Dual Cycle-Tone, fully-flexible operation, up to 20-minute washing time, Lifecoat finish, 5-year warranty on transmission. Honored by a host of imitations, the Imperial is equalled by none!

FULLY-AUTOMATIC DRYER

With its beautiful, fully-illuminated Guide Lite control and futuristic styling, the Imperial is today's finest automatic gas or electric dryer. It combines all these great performance and convenience features women want and buy . . . full range heat control, special delicate fabric temperature control, porcelain top, built-in lint screen, finger-tip release loading door, Therma-Flow action, 20 lbs. of wet clothes capacity, satin-smooth drying drum, Force-Flo exhaust, Sun-A-Tizing lamp, Cycle-Tone signal, interior light, automatic door shut-off, flush-to-wall design, simple outdoor venting, Lifecoat finish, and fully-automatic ignition on gas dryer.

RS THAT MAKE Whirlpool



Supreme

FULLY-AUTOMATIC WASHER

New in beauty and performance . . . the Supreme Washer has the great features only Whirlpool can offer. Look at all these selling advantages you have . . . Suds-Miser, 7 Rinses, Agiflow washing, 3-Temp water selection, water saving on partial loads, automatic filling, delicate fabric guide, finger-tip release loading door, giant 9-lb. capacity, scientific damp-dry spin, flush-to-wall design, germicidal lamp, Free-Flow draining, Dual Cycle-Tone, fully-flexible operation, up to 20-minute washing time, Lifecoat finish and 5-year warranty on transmission. With its medium price, the Supreme will sell fast and produce big volume sales.

FULLY-AUTOMATIC DRYER

Sparkling new with its beautiful gold-trimmed control panel, the Supreme gas or electric dryer incorporates the outstanding features that have made Whirlpool the LEADER in the home laundry field. It has full range heat control with 3 temperature settings, built-in lint trap, finger-tip release loading door, Therma-Flow action, 20 lbs. of wet clothes capacity, satin-smooth drying drum, Force-Flo exhaust, Sun-A-Tizing lamp, Cycle-Tone signal, interior light, automatic door shut-off, flush-to-wall design, simple outdoor venting, Lifecoat finish and fully-automatic ignition on gas dryer. Never has Whirlpool superiority been so obvious!

REMEMBER . . . IT'S EASIER TO SELL

THE WORLD'S LARGEST MANUFACTURER
OF WASHERS, DRYERS and IRONERS



Whirlpool

Proudly Presents...

HERE'S WHY YOU ARE A LEADER WITH Whirlpool

THE LEADER IN LAUNDRY APPLIANCES

WORD-OF-MOUTH SELLING

Most important "plus feature" you get with Whirlpool is the tremendous customer satisfaction generated by each Whirlpool product. This creates powerful "word-of-mouth" selling for you as a dealer in *highest quality products!* THIS MAKES YOU A LEADER.

A MODEL FOR EVERY NEED

Nothing is "missing" in the Whirlpool complete line of washers, dryers and ironers. There's a model for each segment of the market . . . a price for each purse. And, each model is the finest in its class. With Whirlpool home laundry appliances . . . no sale need ever be lost! THIS MAKES YOU A LEADER.

YOU KEEP WHAT YOU MAKE

Your profit is never "eaten up" by costly service calls. Records prove Whirlpool products are far more dependable . . . have greater serv-

ice-free operating efficiency. With Whirlpool, you are the dealer with *the lowest service costs!* THIS MAKES YOU A LEADER.

COPIED BUT UNEQUALLED

Whirlpool's acknowledged engineering leadership creates the great laundering features often copied but never equalled. You never struggle to sell something "almost as good" . . . you always have the finest features to demonstrate. One example . . . Suds-Miser! THIS MAKES YOU A LEADER.

MERCHANDISING POWER

As a member of Whirlpool's great "merchandising team," you benefit from aggressive and continuous national and local advertising . . . outstanding promotions packed with hard sell . . . terrific sales tools . . . and effective merchandising help from the country's best distributors! THIS MAKES YOU A LEADER.

SEE YOUR WHIRLPOOL DISTRIBUTOR

he'll show you how to sell more, make more!

Whirlpool CORPORATION, St. Joseph, Michigan

Clyde, Ohio LaPorte, Indiana

IN CANADA: John Inglis Co., Limited, Toronto, Ontario

THE WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS

THE GREAT LEADER IN SALES and



Deluxe

FULLY-AUTOMATIC WASHER

Worthy of Whirlpool's great name, the Deluxe combines, in space-saving design, top performance features with glamorous beauty. It's America's most beautiful, low-priced, fully-automatic washer. Look at these features . . . single master control dial in gold escutcheon plate, Agiflow washing, 7 Rinses, 2-Temp water selection, water saving on partial loads, automatic filling, big 8-lb. capacity, scientific damp-dry spin, Free-Flow draining, fully-flexible operation, up to 20-minute washing time, 5-year warranty on transmission, hinged top and Lifecoat finish. Truly, the Deluxe washer is the most terrific buy on the market today!

FULLY-AUTOMATIC DRYER

New, all-new, here's the beautiful, low-priced, space-saving, gas or electric dryer that value-conscious homemakers will want. And, the electric dryer operates on 115-V. current . . . no extra wiring, just plug in to any convenient wall outlet. For even faster drying, it will operate on 230-V. In addition, the Deluxe features . . . single master control dial in gold escutcheon plate, Therma-Flow action, 16-lbs. of wet clothes capacity, satin-smooth drying drum, Force-Flo exhaust, automatic door shut-off, simple outdoor venting, convenient lint trap, casters (optional) for electric dryer and Lifecoat finish for lasting beauty.

WHIRLPOOL THAN SELL AGAINST IT!

and PROFITS FOR YOU!



Surgomatic

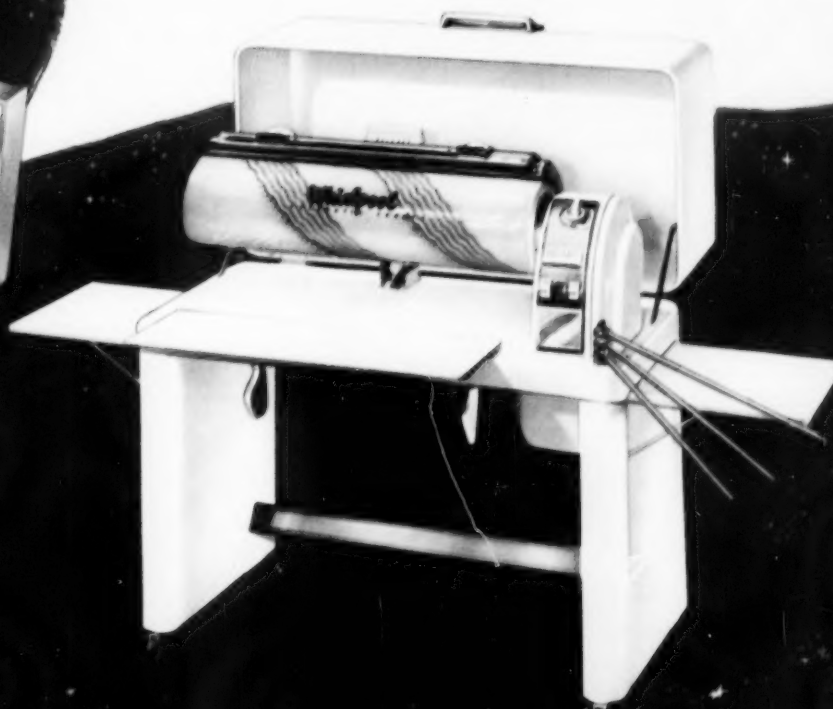
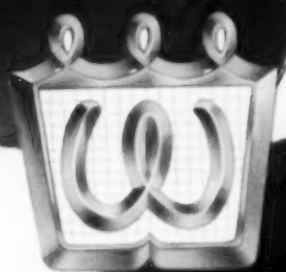
SEMI-AUTOMATIC WASHER

Here's your profitable solution for discriminating women who want the very best in semi-automatic washers. There's nothing like the Surgomatic for beauty, convenience and performance. It features the exclusive Aquamatic Extractor with full-view 3" rolls, automatic push-button controls for washing and draining, automatic timer with fabric guide, Agiflow washing, giant 10-lb. capacity, one-piece assembly for pump, motor and clutch plus many other Whirlpool exclusives!

Supreme

AUTOMATIC IRONER

The beautiful Supreme Ironer combines all the great features known today for convenient, effortless, efficient ironing. Your present washer and dryer customers need this ironer to complete their time and work-saving, fully-automatic laundry. Demonstrate it . . . you'll discover how easy ironer sales can be made with a Whirlpool.



HERE'S WHY YOU ARE A LEADER WITH **Whirlpool**

THE LEADER IN LAUNDRY APPLIANCES

WORD-OF-MOUTH SELLING

Most important "plus feature" you get with Whirlpool is the tremendous customer satisfaction generated by each Whirlpool product. This creates powerful "word-of-mouth" selling for you as a dealer in *highest quality products!* **THIS MAKES YOU A LEADER.**

A MODEL FOR EVERY NEED

Nothing is "missing" in the Whirlpool complete line of washers, dryers and ironers. There's a model for each segment of the market... a price for each purse. And, each model is the finest in its class. With Whirlpool home laundry appliances... no sale need ever be lost! **THIS MAKES YOU A LEADER.**

YOU KEEP WHAT YOU MAKE

Your profit is never "eaten up" by costly service calls. Records prove Whirlpool products are far more dependable... have greater serv-

ice-free operating efficiency. With Whirlpool, you are the dealer with *the lowest service costs!* **THIS MAKES YOU A LEADER.**

COPIED BUT UNEQUALLED

Whirlpool's acknowledged engineering leadership creates the great laundering features often copied but never equalled. You never struggle to sell something "almost as good"... you always have the finest features to demonstrate. One example... Suds-Miser! **THIS MAKES YOU A LEADER.**

MERCHANDISING POWER

As a member of Whirlpool's great "merchandising team," you benefit from aggressive and continuous national and local advertising... outstanding promotions packed with hard sell... terrific sales tools... and effective merchandising help from the country's best distributors! **THIS MAKES YOU A LEADER.**

SEE YOUR WHIRLPOOL DISTRIBUTOR

he'll show you how to sell more, make more!

Whirlpool CORPORATION, St. Joseph, Michigan

Clyde, Ohio LaPorte, Indiana
IN CANADA: John Inglis Co., Limited, Toronto, Ontario

THE WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS

Power Tools

A \$200-million a year business attracts more and more appliance manufacturers as "do-it-yourself" develops from a phenomenon to a national habit

THE momentum which has carried the power tool industry forward to increased sales year after year did not diminish during the year 1954. While some manufacturers were cautious in their sales claims, and some reported a slight dip in sales, most could look back to the year as one in which they had done as well or better than any similar period in the "do-it-yourself" decade. Better still, most were looking forward to a continuing upgrading of their sales, and one optimistic sales manager could see continually increasing sales for at least six more years.

Straws in The Wind

Perhaps the best indication of how industry felt with regard to the existing sales potential could be gained by an examination of the number of companies which had added power tools to their line during 1954. Among old line appliance manufacturers who had come into the field in the last twelve months were names like Admiral, Oster, Dornmeyer, and Toro (power mowers); all of whom were either already in production, or planning to be shortly.

These "Johnny-come-latelys" and those manufacturers who had been in the field for some time were gunning for a market which had become a national phenomenon during the short, ten year postwar period. With an annual dollar sales volume estimated at well over 200 millions yearly it was easy to understand the increasing number of manufacturers who were entering the field.

To add to the enthusiasm generated by most male Americans at the magic word "power tools" many related industries have brought out allied materials which were helping to guide business to the power tool retailer. Reynolds Metals, with "do-it-yourself" aluminum; U. S. Steel, with steel for the consumer craftsman; U. S. Plywood, with newer, smaller handyman sized lumber; were all doing their bit to make the man of the family tool conscious. Groups like the Pacific Coast Plywood Association, were furnishing plans and home projects for the potential "do-it-yourself." Similarly it has become almost impossible to pick up a national consumer magazine, or newspaper without finding some reference contained on home improvements. McCall's magazine, with an average circulation of 4,500,000, was distributing full scale transfer patterns which could be applied to wood, metal or plastic with an ordinary iron. Others, like Popular Mechanics,

were reporting increased circulation, and sales of "How To" books had reached the status of important business for many publishing firms. All of these factors were contributing to the continued healthy state of the industry, and sales were moving forward.

The Tools Themselves

It is probable that the most universally wanted of all the power tools is the electric drill. But the story does not end there. Once the home handyman has sampled the convenience of such a unit he has become a power tool enthusiast. Like the pipe fancier who is forever bringing home a new pipe, the power tool enthusiast, once bitten, can be depended on to add to his equipment. Thus the buyer of an electric drill becomes more often than not the purchaser of a circular bench saw, and the owner of a circular saw will decide that a drill press, or router-planer, is necessary for the projects which he may have at hand. The list of accessory attachments is important for the retailer, too, and the number of these available for both powered hand tools, and the heavier stationary machines is almost endless. Buffers, sanding and waxing attachments, paint stirrers, saws, and even hedge trimmers are available for use with power drills. On the market too were complete smaller shops powered by the drill itself, and offering the buyer miniature editions of the heavier stationary units, complete with circular saw, lathe and drill press. Attachments for the portable drill had even reached into the improbable realm of the hunting enthusiast with one New York department store offering a duck picking attachment designed to fit any power unit with a $\frac{1}{4}$ " or larger drill chuck. With it, according to the descriptive copy, the skillful user could pick a Mallard duck in five or six minutes.

When Is a Drill?

Popular Mechanics found in a recent survey that the four basic uses for small, portable electric hand tools were as follows: 83.1 percent of the respondents used for drilling; 58.6 percent for grinding; 45.4 percent for polishing and 36.5 percent for sanding. These however were just a few of the uses of the smaller units, and the consumer was finding other types of tool in the portable family equally useful. Representative of these were the portable electric saw and the orbital sander, both of which enjoyed great handy-man popularity as time and labor savers.

In the heavier, stationary units one's choice was limited only by the size of his pocketbook. One manufacturer was offering a kit designed to take the home workshop enthusiast down to a bed rock starting point in his "do-it-yourself" career. The kit consisted of all necessary parts and plans needed for assembling a 10" tilt arbor table saw, and was priced at under \$20. At the other end of the price scale a buyer might make an outlay of several hundred dollars for multi-purpose stationary units whose versatility was limited only by the time necessary to make simple adjustments or changeovers. These "Cadillacs" of the power tool field could, when called upon, perform as lathes, saws, sanders, and drill presses, and for such necessary operations as planing and jointing. One unit on the market, with an enclosed motor, contained features such as a dial enabling the operator to select the correct motor speed for the work at hand; and a spindle by which power might be transmitted to available attachments without the use of belts or pulleys.

Popular Mechanics readership panel, in a 1954 survey, replied to a question on ownership of larger power driven tools with a 64.6 percent affirmative response. Projected over the magazine's entire readership this meant a total of 3,617,600 individuals possess-

ing a unit of this type. A further breakdown showed that most popular of the stationary units fell in the following categories:

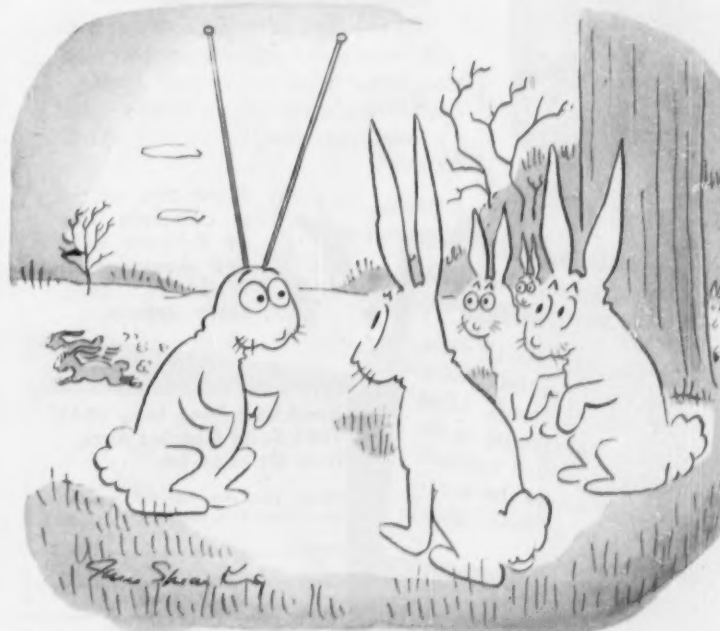
Bench & Table Saws	40.6 Percent
Lathe	40.1 Percent
Drill Press	38.6 Percent
Jig Saw	30.1 Percent
Band Saw	26.5 Percent
Jointer	22.8 Percent

As with portable tools, the stationary units could boast of a long list of useful attachments. Manufacturers' catalogs offered such items as combination disc and belt sanders; saw blades designed to cut through materials ranging from wood to marble; mounting stands, and a long list of other accessories. For the retailer these accessories provided one of the more important aspects of power tool selling for they assured a continuing cycle of repeat sales.

What The Prospect Spends

The Bureau of Advertising claimed that during the year 1953 "do-it-yourselfers" had made purchases totalling \$3,900,000,000, a figure which would mean that in that year alone the average American family group had made expenditures of nearly \$80. Pinpointing this even further, Popular Mechanics readers replied in the following manner to a question on the amount

(Continued on page 182)



stronger than ever for '55

in Looks

Price

Quality

Reed Complete Line HOME VENTILATION



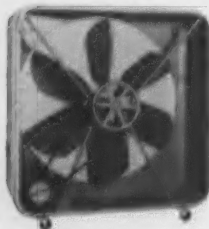
WINDOW FANS

Family of sizes in the famous RTS line—two-speed, reversible, 22, 26 and 30 inch, PLUS the 20 inch RDD direct-drive in both two-speed and two-speed reversible. EVERY window fan application covered—all Reed quality, power and big-load air delivery.



ATTIC FANS

Stock size range of seven models pin-points the exact attic fan requirements for every size home. Built-in power, quietness and BIG LOAD air delivery. Designed and built for permanent-installation, complete central comfort-cooling.



PORTABLE FANS

On-the-spot portable cooling, with the looks and safety features wanted in the finest homes and shops. Completely vibrationless, two-speed and reversible, 22, 26 and 30 inch.



BEST FAN MERCHANDISING DEAL EVER OFFERED

Get the details of this fan promotion — and you'll GO — with Reed! Most liberal dealer co-op in the business, packed with selling aids across the board. Check your Reed distributor NOW.

Reed also offers a complete line of Exhaust Fans and Accessories. Write for complete details.

Reed Unit-Fans, Inc., EM-1-55
1001 Saint Charles Ave.,
New Orleans, La.

Please send me full information about Reed Fans for 1955.

Name _____
Company _____
Address _____
City _____ State _____

Power Tools

CONTINUED FROM PAGE 181

of money they had spent for power tools during a twelve month period:

Percent	Amount Spent
60.1	Under \$95
26.5	\$95 to \$204
11.2	\$205 to \$504
1.0	\$505 to \$1,000
1.2	Over \$1,000

According to Department of Commerce estimates 1954 had seen the spending of \$331-million for additions to existing homes; \$1.4-billion for improvements and alterations; and \$1.3-billion for repairs and replacements. All of these outlays were in addition to money spent for new construction and while all of these repairs had not been made by the home tinkerer it is probable that in each a high percentage had brought with them equally impressive power tool purchases by the home handyman.

The Present and The Future

The year 1954 has seen the entrance of increasing numbers of appliance dealers and distributors into active merchandising of power tools. Most old line manufacturers had belatedly swung from a viewpoint which tolerated the appliance dealer as a sales outlet, to a point where active and increasing efforts are being made to cultivate him. With the entrance of the appliance manufacturers mentioned earlier into the power tool field it is evident that the appliance retailer will gain greatly in stature as an outlet during the months ahead.

Once the appliance retailer has entered actively into the retailing of power tools he will find that few sales factors exist which differ greatly from those he may have encountered in appliance merchandising. Perhaps the greatest hurdle will be in familiarizing himself with sales techniques and operation of larger stationary units. The manufacturer has realized this in

most instances, however, and factory courses, traveling demonstrators, and the like are constantly making the rounds to assist the dealer. Here too, the ingrained familiarity of the majority of most men with the theory behind so many power tools has proved an invaluable aid to the dealer in simplifying the amount of demonstration necessary.

Unlike so many appliances the service picture with regard to power tools presents no problem. Basically, power tools show little tendency towards ills of any sort; for the few which do act up the dealer will find that servicing centers are near at hand in most sections of the country.

Sales Repeat

Perhaps the biggest and best of all the sales features connected with power tools is their ability to generate continuing sales. Whereas the sale of a major appliance will often be a one time shot, the power tool brings with it the ability for widening sales circles over long periods. The dealer whose stock contained accessories for the basic unit he has chosen will find that these will bring the customer back again and again as he adds to his home workshop equipment.

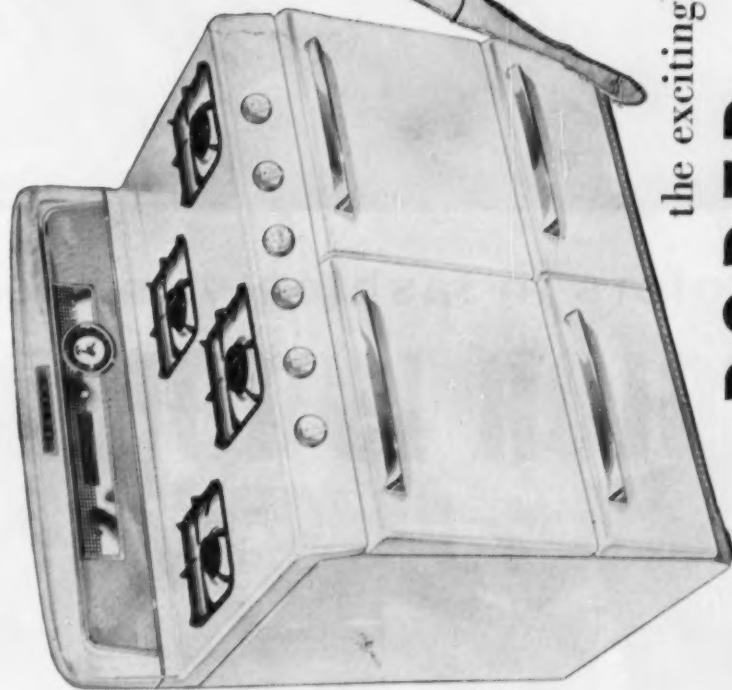
ELECTRICAL MERCHANDISING, in its study on the subject of power tools which appeared in January, 1954, pointed out that the wired homes (44,781,000 in 1954) of the nation presented a tailor made platform on which to build power tool sales. The base of this platform is being continually strengthened, and while "do-it-yourself" has come to be an accepted word in the terminology of the power tool manufacturer and the public it is probable that the American consumer will continue to buy power tools in quantity in the year ahead under any other name which may crop up. End



"YESSIR THE VERY LATEST. . . A COMBINATION ELECTRIC KETTLE AND STEAM IRON."

boldly beautiful...

practical too...



the excitingly-new 1955

ROPER *gas ranges*



"Insta-Lite"
ignition

Top burners, oven and broiler light instantly... automatically! "Insta-Lite" employs a tiny bead of flame... uses next to no fuel. Exterior range surfaces stay cool. Developed with A. G. A.

ASSURES FAST
POSITIVE LIGHTING

KEEPS RANGE
TOP COOL

EFFECTS
IMPORTANT
FUEL SAVINGS

built-in "Glamor-Grill"

Polished, built-in griddle is easily removed for cleaning. Has five-speed heat indicator. Fat drain quickly into grease tray. Ideal for hamburgers and similar foods.

With "4-Way" griddle cover

IT'S A GRIDDLE COVER
IT'S EXTRA WORK SPACE
IT'S A GRIDDLE SPLASH-BACK
IT'S A COOKIE SHEET

here are just a few of the many new Roper features

super alltrol "Center-Simmer" top burners

NOW Roper top burners provide four predetermined most-used cooking heats... instantly yours... even without looking. A thousand and one "in-between" heats, too. Turn burner full on to giant rushing flame. Turn to "click" ... it's a measured frying flame. Another "click" ... an ideal simmer flame. "Click" again... a tiny "Keep-Warm" flame.



"Comfort-Level"
broiling

Broiler is positioned up near the cooking top... easily accessible. It's extra-capacity, too... big enough for the largest broiling jobs. Drawers are mounted on ball-bearings.



unified "Insta-Set" control panel

Integrates four important controls. "Insta-Magic" Oven Guardian for automatic oven cooking... Precision Timer for exact timing of cooking periods... "Timed" Convenience Outlet... and lamp switch.

ASK ABOUT SMART NEW SUN TONE ACCENTS!

- ROPER GAS RANGES in 22" to 60" models
- ROPER "arRANGEable" built-in gas cooking units
- ROPER "DRY-AIRE" automatic gas clothes dryers

WRITE FOR
FRANCHISE
INFORMATION

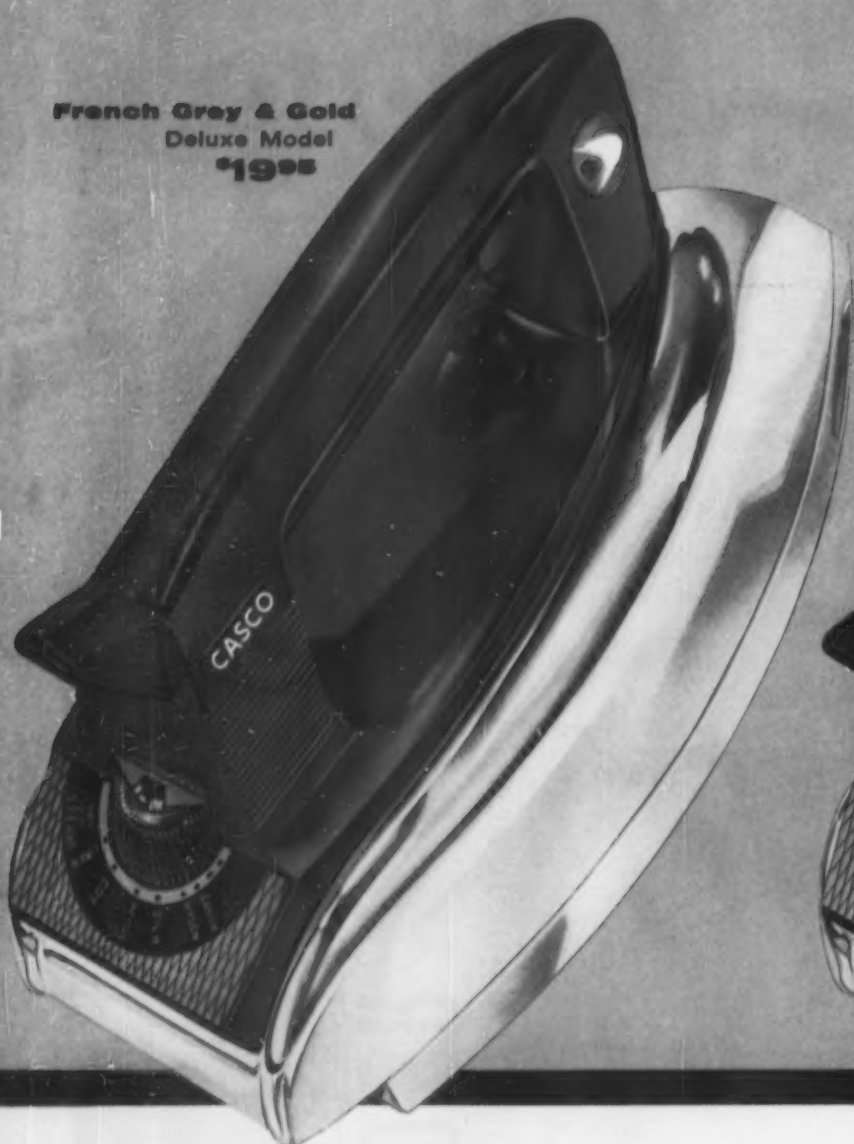
GEO. D. ROPER CORPORATION • ROCKFORD, ILLINOIS

new! exciting!

the sensational CASCO steam iron

French Grey & Gold
Deluxe Model
\$19.95

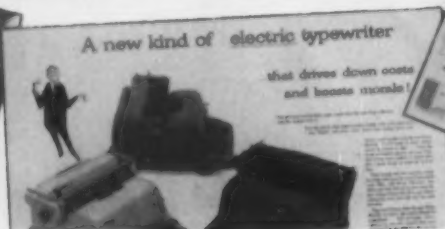
Blue Green & Gold
Deluxe Model
\$19.95



Color's in fashion...in the home...on the

COLOR IS TODAY'S MOST

on your customers



...exclusive!

line in gorgeous decorator colors

Crimson & Gold
Deluxe Model
\$19.95

Ebony
Improved Standard Model
\$18.95



road...wherever you turn

DYNAMIC INFLUENCE

...and only CASCO has it!



TAKE A LOOK
AT THIS
TERRIFIC

CASCO

Introductory

EXTRA

PROFIT OFFER

CASCO *Introductory* EXTRA-PROFIT OFFER

FEATURING THE NEW '55 CASCO STEAM IRON LINE
IN GORGEOUS DECORATOR COLORS

WITH YOUR ORDER FOR ONLY:

	LIST PRICE
1 French Gray and Gold Deluxe Model	\$19.95
1 Crimson and Gold Deluxe Model	19.95
1 Blue Green and Gold Deluxe Model	19.95

You Get the New
**EBONY
STANDARD MODEL**

*for
only* **\$98.9**



IT'S AMERICA'S
NO. 1 TAP WATER
STEAM IRON... Tops in
Sales everywhere, and
nationally advertised
in full color from
Coast to Coast



YOUR TOTAL COST FOR 4 IRONS...\$47.60
YOUR PROFIT...\$31.20

YOU MAKE 40%

LIMITED OFFERS
available through
your distributor
**ORDER
NOW**
for immediate delivery

plus FREE COLORTONE DISPLAY KIT

including: 3 Color-Toned Harlequin Displays, spotlighting Casco's new Decorator Color irons and packaging
dazzling day-glo window strips • a generous supply of full color mailers and package inserts.

CASCO PRODUCTS CORPORATION • BRIDGEPORT 2, CONN.



Power Mowers

Unit sales climb to 1,350,000 despite 1954 drouth, but average price drops to \$89.70 as low-priced rotary units take a larger share of the market.

DESPITE drouth, which burned up many lawns in the country last year, the march of power mower sales continued its upward march in 1954 to a grand total of 1,350,000 units. This is a jump from 1,275,000 in 1953.

Price took a licking, however, dropping from the 1953 average estimate of \$113.37 to \$89.70. Fully 60 percent of all sales were below \$100.

Carryover into the 1955 season will not be more than 175,000 machines, chiefly in the higher priced models. This is good, compared to last year's excess inventory of 260,000.

Explanation lies in the headlong plunge of the public to buy rotary mowers which only went ahead of reel type the year before. From 60 to 70 percent of the year's sales were rotaries. Following are the price brackets of the Lawn Mower Institute, which believes it reports half of the production of the 220 manufacturers. Estimates of the chains, which are thought to be 40 percent are included here:

	1954	1953	1952
Below \$70	15%	40.9%	24%
\$70-\$79.99	15%	—	—
\$80-\$89.99	15%	—	—
\$90-\$99.99	15%	—	—
\$100-\$109.99	15%	20.5%	25%
\$110-\$124.99	10%	22.5%	32%
\$124.99-\$149.99	5%	8.1%	10%
\$150-\$199.99	2½%	4%	5%
\$200-\$299.99	2½%	2%	2%
\$300-\$499.99	2½%	2%	2%
\$500-over	2½%	—	—

The rotary mower consists of a whirling scythe blade mounted directly to the engine shaft. It costs from \$15 to \$20 less to produce. The rotary was first made by Goodall of Warrensburg, Mo., 24 years ago, and was a natural for the south where St. Augustine and Bermuda grass grows.

The boom in rotaries came in recent years, when Sears and Montgomery Ward took advantage of the lighter and less expensive 2-cycle engines that Power Products and others had brought on the market, and made them price leaders.

Self Propelled Rotaries Gaining

Disadvantage of the rotary is the fact that generally it must be pushed, and owners have had many accidents. This year's market saw cutting blades being moved forward, away from the back, and a tendency toward more shrouds, to protect the feet. Although less than 5 percent of rotaries are engine propelled, the trend is growing, and it is thought that next year it will be 10 percent.

Cost of self propelled rotaries is much higher than hand pushed models. Wards will have one in 1955 for \$159, and Sears has sold them for \$112.50. Savage is coming out with a model listed at \$149.50.

Sunbeam, which entered the power mower field this year, offered a model with two speeds forward and free wheeling (the owner pushes). McCullough and Motor Mower offered the same. McCullough offered a grass catcher, which is new. One of the difficulties in applying propulsion to rotaries is that if it goes too fast, it will not cut grass satisfactorily.

The electrically operated power

mower does not make up more than 4 or 5 percent of the market, with about six manufacturers producing it. The trailing cord appears to worry possible owners.

Battle Between the Engine Makers

Because one could get as much horsepower in a two-cycle engine weighing 14 lbs. as from a four-cycle at 30 pounds, the pendulum swung in its favor several years ago. Lower price gave it an advantage. A two-cycle was desirable on a rotary, which needs power on every stroke. It contains only 19 parts as against 43 parts in a four-cycle. However, there always has been trouble in having the public mix oil and gasoline in right proportions for the two-cycle.

Briggs & Stratton, largest producer of four-cycle units made giant strides to recover the business for the four-cycle engine in 1954. It spent \$3 million to develop a light weight four-cycle engine to sell competitively with the two-cycle, and got twice as many orders as the firm could fill. Clinton brought out a lightweight four-cycle job, as did Lauson. There is mystery as to what proportion of the rotary mowers are powered with four-cycle engines. The mail order chains think that 70 percent are two-cycle, 30 percent four-cycle. Other schools of thought differ, however, feeling it about 50-50.

Chief defense of the reel type, which sells best in the northeast, is the possibility of attaching a sulky with the mower, so the boss can ride. Jacobson is bringing these features into its lower priced field. Makers say the market is leveling off, and rotaries have gone about as far as they will.

The Market

Each year this round-up revises its data, in an effort to make it more authentic. A great deal of study of the market has been made the past year by one expert, who is the outstanding statistician in the power mower field.

He points out that one cannot take the 42-million wired homes in the country as an index of possible power mower prospects. Too many families live in apartments or places without yards. Best possible basis would be the number of single, detached dwellings worth over \$10,000 (mail order chains say \$7,500). Family income should be \$4,000 and up. On this basis there are about 14-million qualified prospects in the United States.

With seven million power mowers in use, the market appears to be 50 percent saturated, as of now.

However, the industry is rapidly going into the replacement business. In 1954, it is estimated that 18 percent of sales were replacements; by 1956, 41 percent will be, and by 1960, 70 percent. It is felt that most customers buy an inexpensive rotary on their first purchase.

The life of a power mower is about seven years, shortened largely by the owner leaving it out in the rain. Then, too, it gets a jolting in movement, like an automobile, in addition to its own wear and tear. The life of the (Continued on page 190)



TWO YEARS STATISTICAL SUMMARY

1954	Power Lawn Mowers	1953
1,350,000	Units Sold	1,275,000
\$90	Average Retail Price	\$113
\$121,095,000	Retail Value	\$144,542,000

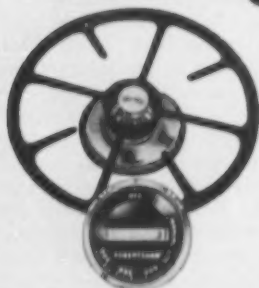
New!

The Greatest Advance in "Top-of-stove" Cooking Since the Gas Range was Invented!



The Florence Range "Governess"®

MAKES YOUR COOKING OBEY EVEN WHEN YOU'RE AWAY



Greatest Range Convenience Feature Ever Invented

Here's how the "Governess" holds exact temperatures... automatically! A sensing element, in the center of the fifth burner, measures the temperature inside the cooking vessel. When the selected temperature is reached, the gas flame cuts down. Thereafter any variation in temperature, either up or down, is automatically corrected by the "Governess."

New thermostat-controlled fifth burner automatically maintains selected cooking temperature.

At last... automatic top-of-the-stove cooking is here! The new Florence Gas Range "Governess" thermostatically holds exact temperatures... gives you cooking results never thought possible—perfect deep-fat frying, sauteeing, controlled simmering, griddle-work, pan-frying. And, best of all, there's no watching needed... it's completely automatic!

Think of it! This wonderful new invention—takes the place of many automatic kitchen appliances—deep-fat fryers, electric skillets, food warmers, griddles and sandwich toasters.

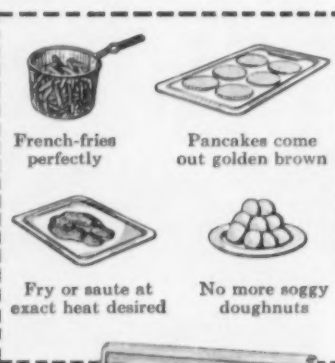
Here's how it works: an automatic control, measures the temperature of the food inside the utensil, automatically keeps the temperature constant, unvarying... for the complete cooking period.

Easy-to-use... with the utensils you now have!

80% of all cooking is "top-of-stove." That's why the "Governess" is such a great convenience! No special cooking vessels needed. Easy to use—works like oven thermostat. Controls heat *exactly*... through all temperatures from 200° to 400°.

Let Florence Do Your Cooking—

See the new Florence Range "Governess" Demonstrated at Your Dealer's



French-fries perfectly

Pancakes come out golden brown

Fry or saute at exact heat desired

No more soggy doughnuts



Other Famous Florence Features

- Exclusive 3-way Range Top
- Harper Wyman All-Iron Burners
- Hi-swing-out Broiler
- Florence Bake-Broil-Cook
- Cast Iron Oven and Broiler Burners

Florence

SINCE 1874
GAS RANGES

FLORENCE STOVE COMPANY, MERCHANDISE MART—CHICAGO



As Advertised in Better Homes and Gardens, American Home, Good Housekeeping and Household Magazines

For '55...

Florence Has the Feature That Gives You the Strongest Sales Story in the Industry!

The Revolutionary New Florence

"Governess"

Gives Florence Dealers Big Sales Advantage of Exclusive New Top-of-Stove Temperature Control

You sell the industry's only real, *fundamental* improvement in over 40 years when you offer your customers the new 1955 Florence Ranges with automatic "Governess" heat control.

The Florence *Governess* does for top-of-stove cooking with gas what the introduction of the oven heat regulator did for baking almost half a century ago! That it will do even more for the *sale* of gas ranges is obvious. And only Florence has it!

NO SERVICE PROBLEMS!

Four years of engineering development and two years of field testing in scores of kitchens insure perfect performance. The *Governess* of-

fers absolutely *no* service problems for dealer or customer.

The *Governess* is NOT just a simple adaptation of the oven thermostat to top-of-stove cooking. It IS a scientifically designed application of the *principles* of thermostatic heat control to open flame cookery. It does NOT measure the heat *around* the pan. It DOES measure the heat *inside* the pan... exactly and automatically, at any desired temperature.

You can make selling history with the Florence *Governess*.

And, best of all, it's

PRICED TO SELL!

Governess models start as low as \$269.95, retail!

19 BEAUTIFUL MODELS

Florence Ranges are the profit-through-value line for '55! Included in the complete line are the popular 20-inch *Rangette* and the 30-inch *Spacesaver*, plus a full line of 36 and 40-inch models, with the *Governess* available on four great new models.

All models are available for both city and bottled gas and are AGA approved.

TERRIFIC NATIONAL SUPPORT

32 million selling messages—full page ads repeatedly running in such magazines as *Better Homes & Gardens*, *Good Housekeeping*, *American Home* and *Household*—plus local advertising, ad mats and display material—will put the new Florence *Governess* to work for you, herding women into your Range Department.

FULL MARK-UP MEANS FULL PROFIT

With Florence, even promotion models carry full mark-up. You enjoy competitive price without sacrifice of profit margin. Commercial Credit dealer and consumer finance plan available. See the "Governess" at the Winter Markets!

**Florence Stove Company, General Office,
1459 Merchandise Mart, Chicago**

114 East 32nd Street, New York; 53 Alabama Street S.W., Atlanta; 301 North Market Street, Dallas; 946 Western Merchandise Mart, San Francisco.



Supreme

HAIR CLIPPER KITS

TO MEET EVERY PURSE

For price minded and quality minded customers—the new Supreme line of home haircutting Kits has appeal for both. The increasing trend to save money by cutting hair at home and the smart styling and aggressive merchandising of Supreme clipper kits is boosting dealer sales to never before realized volume.

NEW
"CAN'T-GO-WRONG"
METHOD
SAVES YOU MONEY

Learn how
this kit can save you
\$80.00 to \$100.00
SEE INSIDE COVER
OR BROCHURE

SUPREME PRODUCTS, INC. CHICAGO



Supreme
DELUXE
ELECTRIC HOME
HAIRCUTTING KIT

PROVED SUCCESS
SALES PRODUCING
FREE TRIAL
PROMOTION
Ask for Details



The ideal
gift for both
men and women

SUPREME PRODUCTS, INC.
2222 S. CALUMET AVENUE
CHICAGO 16, ILLINOIS

SUPREME STANDARD

NEW—Attractive plastic case houses durable vibrator motor. Matched long-life clipper blades with heat insulator are a Supreme exclusive. Clipper, comb and shears

\$10⁹⁵

SUPREME SUPER

Case-hardened Swedish Steel blades Hard Chrome plated—rust resistant—found only in Supreme clippers—Blade guard; crew cut attachment; tapered barber comb; professional-type shears; can of oil and "Can't-Go-Wrong" manual

\$12⁹⁵

SUPREME DELUXE

Ivory colored shock proof housing—Universal AC-DC motor; Hard Chrome plated Swedish Steel blades; Crew cut attachment; barber comb; shears; neck apron; neck brush; can of oil; "Can't-Go-Wrong" manual

\$19⁹⁵

THIS DISPLAY
AND EXCLUSIVE
"CAN'T-GO-WRONG" MANUAL
BUILD BIG SALES

Eye stopping display carton and "Can't-Go-Wrong" instruction book make strong self-selling display. Tells of big savings that can be effected—shows how simplified method makes home haircutting easy plus even the very first haircut is successful. Allays fears, makes sales on the spot.

Supreme

KNIFE AND SCISSORS SHARPENER

A much desired appliance by both men and women. Puts razor-keen edge on all knives in a jiffy. Sharpens scissors evenly to the very tip. Safety finger-touch switch, smart modern design. The faster selling, double duty knife and scissors sharpener.

\$14⁹⁵

SEE US AT
THE HOUSEWARES SHOW
JANUARY 13-20
SPACE 1269
DRILL HALL CHICAGO

Power Mowers

CONTINUED FROM PAGE 187

rotary is still less, due to the engine getting more wear with the blade directly attached to the shaft, and the owner frequently putting it into tough cutting jobs.

The Distributing Job

Manufacturers are dissatisfied with the performance of jobbers in the field. To produce 1,350,000 units, they must turn out mowers throughout the year. Jobbers tend to treat mowers as a seasonal item. The trend is said to be the specialty distributor who will help the makers warehouse.

There are about 41,000 retailers in the business, no decline from 1953, with garden shops most active, along with appliance dealers, lumber yards, and hardware stores.

Discount structure has not changed, the trade still getting 25 off. For a while, as the power mower changed from a hardware item to an appliance specialty, it was felt that the discount would change too.

There are still approximately only 220 manufacturers in the industry. New ones come in to diversify and hold working force together.

The Lawn Mower Institute, Mills Bldg., Washington, D. C., has taken over the statistics job formerly done by Dun & Bradstreet on output which covered 22 companies. The association gets reports from 41 companies, according to Harold K. Howe, executive secretary.

Other Power Mower Jobs

The business of cutting up leaves to form a fine mulch has opened up a new season for power mowers.

Snow removal units suffered a setback in the mild winter of last year. In three years there was 80 in. of snow, in 1953-54 only 11 inches. Sales of snow removers are thought to have dropped to 8,500 for 1954, and prices to about \$155 average. Meanwhile the device has become perfected. Blade types, which came in in 1940, are best for removal in large areas such as filling stations. Throwers are best for sidewalks and drives. Free home trials, tried out last year, seemed to be the best way to sell snow removers.

Many smart owners say they will not buy a power mower from a dealer who does not offer repair service. There are believed to be 5,000 repair shops in the United States, and the engine makers have depots of parts across the country, with auxiliary service for engines. With a 40 percent margin on parts, the business is profitable to a dealer.

It is felt that the chief reason the big names in the power mower business are getting more and more business is due to the fact that they have more service stations, which attract buyers throughout the country.

The average owner demands local service and is not willing to ship his mower 50 to 100 miles to a large trading area where the service station is. Makers are encouraging the opening of repair stations that will care for all brands.

End

YOUR GREATEST SELLING OPPORTUNITY SINCE AIR-CONDITIONING!



What is it? It's *Electro-KLEAN* . . . the new *electronic* home air filter that is *20 times more effective* than ordinary filters! It literally *pulls* dust, dirt, soot, smoke and pollen from the air . . . takes most of the work out of house-cleaning . . . doubles the life of fine fabrics and rugs . . . makes dusting a once-a-week job!

Electro-KLEAN air is destined to an increasingly important role in home planning during the next few years. Make sure you are in on the ground floor . . . be ready to cash in on the swelling demand for super-clean air in the home!

Who's a prospect? To begin with, just about every home-owner in America . . . every woman who wants to cut down her house-work . . . every man who wants to save money on cleaning bills. Doctors prescribe it for hay fever sufferers . . . architects and contractors recommend its installation for *complete* air conditioning . . . small shops, stores, offices and restaurants will be a ready market, too.

What about installation and servicing? *Electro-KLEAN* works directly with ordinary forced-air heating and air-conditioning systems. Installation is very simple, and can be done either by your own personnel or by any heating or air conditioning contractor. It rarely, if ever, requires any servicing or maintenance.



GET ALL THE FACTS
MAIL COUPON TODAY



American Air Filter COMPANY, INC.
205 CENTRAL AVENUE, LOUISVILLE 8, KENTUCKY

ELECTRO-KLEAN SALES DEPARTMENT, AMERICAN AIR FILTER CO., INC.
205 Central Avenue, Louisville 8, Ky.

Yes, I want all the facts on the great selling opportunity of *Electro-KLEAN* Home Air Filters.

NAME _____

COMPANY NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Electric Bed Coverings

Industry sales pass the million mark for first time in history although lower prices hold back dollar volume. Continued growth expected in 1955

SALES of electric bed coverings climbed over the million mark last year for the first time in industry history.

While this represented fulfillment of a goal the industry has been aiming at for some years, the sale of a million units was not quite the achievement it at first seems to be. That's largely because the industry was pre-occupied with whittling down a heavy carry-over inventory during the first part of the year and production was probably a good deal under the level one might expect with sales reaching the million unit mark. The industry went into 1954 with heavy stocks at the manufacturing level, due largely to a disappointing fall season in 1953. These stocks exercised a decided restraint on production early in the year. Because of this (and because sales picked up during the year) the industry will close out 1954 with a low inventory. Some firms, in fact, will be virtually sold out by year's end.

Although the million unit level in sales is a landmark in the industry, it did not represent too sharp an increase over 1953. In last January's statistical issue 1953 sales were estimated at 890,000 units. On the basis of later, more complete reports this total was subsequently revised upward to 948,000. Thus the industry registered a gain of only 100,000 units in 1954.

There's one other reason why the industry is taking the million unit achievement without much fanfare. That's because it has taken somewhat longer than originally anticipated to reach that level. In 1950, when sales reached 800,000 units, the million mark seemed well within reach. Actually it has taken four additional years to move up that far.

Average unit price (a largely fictitious figure since the industry is split into two distinct price categories) dropped somewhat during 1954 and this, combined with the modest increase in unit sales, put the industry's dollar volume in 1954 only slightly above that of 1953. Last year it was \$35,976,600 (figured on a unit price of \$37.95); in 1954 it was only \$37,747,500 (figured on a unit price of \$34).

ELECTRICAL MERCHANDISING's method of estimating saturation on electric bed coverings have been revised this year in an attempt to account for two elements which complicate the job of estimating saturation. These elements are: (1) the relatively large number of homes which have more than one bed covering; and (2) the replacement of old units by some manufacturers. Last year it was estimated that 4,295,500 homes had bed coverings, producing a saturation of 9.9 percent. This figure has been raised somewhat this year to 4,978,000 units, a saturation of 11.1 percent.

What's Ahead

There seems to be no good reason for not feeling that the industry will register additional sales gains next year.

TWO YEARS STATISTICAL SUMMARY

Electric Bed Coverings	
1954	1953
1,050,000.....	Units Sold.....
\$35.95.....	Average Retail Price.....
\$37,747,500.....	Retail Value.....
(Jan. 1955)	(Jan. 1954)
4,978,000.....	Homes Owning.....
39,809,000.....	Homes Without.....

1950 800,000 UNITS
RETAIL VALUE \$ 31,600,000

1951 776,000 UNITS
\$ 32,980,000

1952 830,000 UNITS
\$ 35,275,000

1953 948,000 UNITS
\$ 35,976,000

1954 1,050,000 UNITS
\$ 37,747,500

With a saturation as low as this the product is still in its early growth stage and the potential is still high. In addition, the low levels at which inventories rest now should make it possible for manufacturers to set production goals somewhat higher in the coming year.

Manufacturers show some variance in their estimates of the future. These range all the way from complete confidence to an attitude bordering on pessimism.

This pessimism seems to stem largely from disappointment over the industry's continuing "lack of stability". Reference here is to the two-level price structure and the rash of close-outs, special sales, and so forth which have plagued the field for several years. Some sales managers feel that these conditions confuse the customer and slow the product's rate of growth. If electric bed coverings enjoyed complete acceptance, these men argue, such confusion might not be too important. But with a new product which encounters some consumer resistance because of its very nature these counter claims and widely varying prices are enough to keep people out of the market.

The two-level price structure, at

least, seems destined to continue for some time. However, some people feel that the gap between the low priced and higher priced units is being narrowed. They argue that the low priced units can't go much lower and that the higher priced units are, year by year, becoming slightly less expensive. That this closing of the gap will continue seems to be a good bet since increased production should allow economies which will permit further price reductions.

In addition, some of the firms with the higher price structure are having relatively little difficulty in living with the low-end competition. Quite naturally, it is among these people that optimism is much more prevalent than pessimism. At least one of these manufacturers looks to 1955 to be "great, just great" for his bed coverings sales.

Who Sells Them

The eventual retail structure of the industry remains somewhat uncertain, too. It was noted here last year that a greater and greater proportion of the business was moving into non-appliance channels (largely bedding departments). Has this trend continued during 1954 and will it grow more pronounced?

This question brings varying answers. In some cities the answer seems almost obvious as you count the department stores which have centered their bed covering sales in bedding departments. But many manufacturers are somewhat doubtful of just how far this trend will go. They contend that electric bed coverings are as much an appliance as they are bedding, that a bedding clerk knows as little about watts and volts as an appliance dealer
(Continued on page 196)

Get set now for the
**world
 premier**

of a truly new kind
 of refrigerator...

Gibson
 "market-master"

a proven traffic- and sales-builder!

Unbelievably low-priced at only **\$299⁹⁵**



Most important thing you'll see at the January market is exclusive with Gibson...the amazing new "Market-Master". It's different, daring...a refrigerator deliberately planned for the modern family! No freezer, 30% more refrigerated storage space, startling new refrigeration and cooling system. And all at 20% less cost!

It will be announced to the public February 14 with a 2-page LIFE ad,

supported by ads in BETTER HOMES & GARDENS, MCCALL'S, SUCCESSFUL FARMING, PROGRESSIVE FARMER.

Your customers will want to see it...will you have it? Better look it over at the January market. Or get the whole story right now from your Gibson distributor. Find out how the Gibson "Market-Master" can master a whole new market for you!

**See it at the
 JANUARY MARKETS**

CHICAGO: American Furniture Mart, Space 525, January 3 to 14.

SAN FRANCISCO: Western Furniture Mart, Space 492, January 24 to 28.

HIGH POINT, N. C.: Southern Furniture Exposition Bldg., Street Floor, January 17 to 28.

For full information, write:

There's a Gibson Refrigerator for every family need... GIBSON REFRIGERATOR COMPANY, Greenville, Michigan



Brand new
 STRAT-A-ZONE
 \$399.95



Exclusive
 TOUCH-A-TAP
 \$484.95



Deluxe
 G-1165
 \$349.95



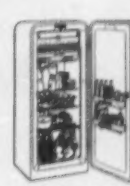
Practical
 G-1055
 \$279.95



Fastest-seller
 G-935
 \$229.95



A deluxe 7
 G-765
 \$239.95



Lots-for-little
 G-725
 \$199.95

AUTOMATIC *Natural Room-* ...AND ONLY

For a Fan-tastic fan volume, Signal offers you a completely new and natural cooling concept

... an entirely automatic method of no-draft perimeter comfort-control.

And only Signal gives you both kinds — diffused and direct cooling — in one unit!



See "Way Ahead" SIGNAL... *The Fan-tastic Fan Line*
NATIONAL HOUSEWARES SHOW, Navy Pier, Chicago
January 13-20... BOOTHS 1105-07



SIGNAL ELECTRIC DIVISION • KING-SEELEY CORPORATION • Menominee, Michigan

Cooling is Here... **Signal** HAS IT!



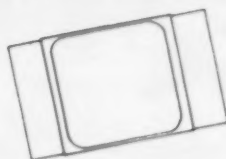
ONLY SIGNAL HAS ALL THESE "Way Ahead" FEATURES!

Signal's "Way Ahead" Comfort-Control Panel includes dial for selecting desired room temperature with Signal-Stat, the automatic thermostatic brain (A) . . . plus Hideaway carrying handle (B) . . . plus electrically-reversible switch (C) . . . plus two-speed cooling selector (D). Truly Fan-tastic and tops in automatic natural comfort-control.

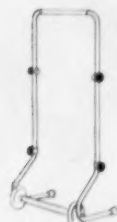
PLUS THESE ADAPTER ACCESSORIES



Build extra sales through extra uses! Signal Tilt-Stand makes Window-Portable fan into floor and multi-purpose fan . . . in just a minute.



Window Expander Panels available for all Signal Window-Portable fans—fit fans into sash-type windows for more versatile fan selling:



Expandable Mobile Stand, an ingenious plus. Makes powerhouse mobile fan of Signal Window-Portable fans. Adds extra uses—builds extra sales.

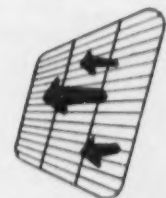
Fan-tastic is the word for Signal! Here is real "Screen Porch Coolness" merchandise . . . a *natural* for selling because it's so *natural* for effective cooling. New *all the way through*—Signal is the fan line to top all fan selling records for 1955.

For Natural Room Cooling



Only Signal has this "Way Ahead" Free-Flow Grille with no-draft Breeze-Diffuser action to move air *sideways* quickly, quietly—without buffeting drafts.

For Powerful Direct Cooling



Simply turn fan around and flick reversing switch for delivery of powerful, *direct* currents of air to drive out "hot spots" or to move air in volume to comfort-cool several rooms.



NEW!

... 4-COLOR CATALOG
FOR '55 MORE THAN A CATALOG
— A REAL SELLING TOOL!

Send coupon today for FREE Signal
Catalog and Sales Training Guide.

SIGNAL ELECTRIC DIVISION
KING-SEELEY CORPORATION
Menominee, Michigan

Your Name _____

Company Name _____

Address _____

City _____ Zone _____ State _____

Here's a little Plain Talk

in the middle of all this shouting

WE'D like to tell you about Paragon's small but mighty profit-building family of appliances. Now, we *could* holler about this family — in BILLBOARD type with lots of exclamation points!!! — but we prefer to say our piece quietly and sincerely about two of our profitable impulse-buying items.

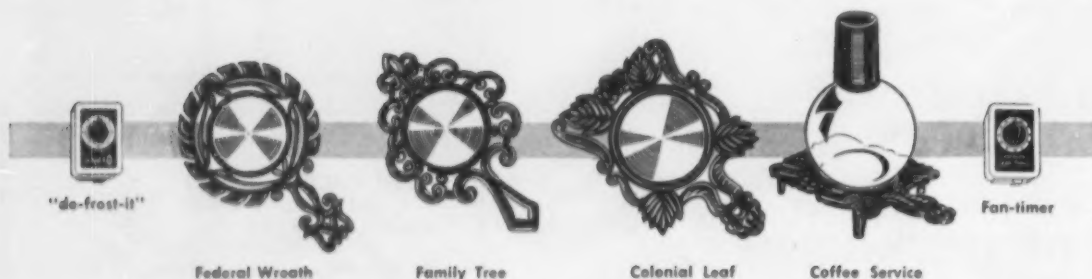
Take the popular Paragon "de-frost-it", for example. Over 2,000,000 are now in daily use — relieving harried American homemakers of that messy weekly defrosting chore. Dealers love to sell the Paragon "de-frost-it" because it sells on sight in its attractive "Sales-Maker" carton. What's more, it *stays sold* and offers a reasonable profit.

And then, there's ELEC-trivet by Paragon . . . designed to keep foods piping hot longer. Ours was the first electric trivet to hit the market . . . a brand new concept in food warming that gift buyers and homemakers snapped up by the thousands. It's easy to see why, too . . . because only ELEC-trivet by Paragon is heat-engineered to keep food hot for four hours or more . . . and only ELEC-trivet by Paragon is designed to prevent marring of fine wood finishes and avoid scorching of linens. What's more, ELEC-trivet by Paragon is available in 5 authentic colonial designs and comes packed in a gold-foil carton that helps make it the fastest selling gift item in years.

We'd like to tell you more about our family of profitable electrical housewares. So, if you're going to visit the Housewares Show in Chicago, drop in at our booths 840-842. Or write us direct.

PARAGON ELECTRIC COMPANY

1638 Twelfth Street • Two Rivers, Wisconsin



Electric Bed Coverings

CONTINUED FROM PAGE 192

knows about fabrics. In addition, though impressive sales results often come from department stores which sell through their bedding departments, the overall volume contributed by the appliance trade is vital to the well being of the industry. For that reason no one is inclined to sell the appliance dealer short. Some manufacturers argue that even though the dealer's share of the market may decline, the growth of the market will provide him with a growing dollar volume on electric bed coverings.

Product Changes

Another question causing some speculation concerns the eventual popularity of the electric sheet as opposed to the electric blanket. Some manufacturers are confident that the sheet will eventually dominate the field. Others are unwilling to go that far but see growing acceptance of the sheet—or possibly of some compromise between the sheet and the blanket. Still others remain convinced

If an electrical appliance salesman tells himself often enough that work is fun, it will turn out that way.

that the blanket will always dominate the field. Sheet advocates point to these advantages: 1) lower cost; 2) sheets can be used with conventional blankets and will not make the purchaser feel she is obsoleting her stock of conventional blankets; and 3) the sheet is easier to handle, pack, carry, etc. There has been a noticeable increase in the number of firms marketing sheets. There are now 11 brands on the market.

The View Ahead

Many in the industry are confident over what the year ahead may hold. They see continuing growth and acceptance for the product; they feel prices of some of the higher priced units may fall somewhat, thus facilitating sales; and they are extremely encouraged by increasing utility support which was evident during 1954. Having finally achieved its goal of a million units, the industry seems confident of continuing to better that figure in the years just ahead. *End*



HERE'S THE DEAL THAT'S BUILDING FAST
PROFITS ON "HIGH TICKET" REFRIGERATORS

SAVE \$150⁰⁰
Admiral Dual Temp

Never before sold
for less than.....

\$549⁹⁵

Allowance on any refrigerator
in operating condition.....

\$150⁰⁰

YOUR SELLING PRICE

\$399⁹⁵



12.3 cu. ft. capacity

Admiral DUAL TEMP 12D15

A great new profit opportunity on America's most-wanted refrigerator, with America's most-wanted features!

- FOODS DON'T DRY OUT!
- SPACIOUS MOIST-COLD COMPARTMENT!
- NEEDS NO DEFROSTING EVER!
- HUGE 77 LB. CAPACITY SUB-ZERO FREEZER!

The famous Dual Temp—always a stand-out value at its regular price . . . and now with a fabulous trade-in offer of a full \$150!

5 ADMIRAL WAS-IS SPECIALS for ACTION NOW!



Admiral
Model 7D
WAS
\$189.95

7.3 cu. ft. Refrigerator

Full-width freezer and freezer drawer • 2 ice trays • 3 full-width shelves • Automatic interior light • All-weather temperature control • "Glacier Blue" porcelain enamel interior.

NOW

\$149⁹⁵



Admiral
Model 9D
WAS
\$279.95

9.2 cu. ft. Refrigerator

Full-width freezer and handy freezer drawer • 2 ice trays • 2 handy door shelves • 4 full-width shelves • All-weather temperature control • "Glacier Blue" porcelain enamel interior.

NOW

\$199⁹⁵



Admiral
Model 9D4
WAS
\$299.95

9.2 cu. ft. Refrigerator

Giant full-width freezer and freezer drawer • 4 full-width shelves • 2 ice trays • 3 removable door shelves • Full-width crisper • Butter keeper • All-weather temperature control • "Glacier Blue" porcelain enamel interior.

NOW

\$229⁹⁵



Admiral
Model
11C7T
WAS
\$379.95

11.2 cu. ft. Refrigerator

Exclusive Admiral 7-minute Flash Defrosting • Full-width freezer and freezer drawer • Butter keeper • 4 removable door shelves • 2 extra-deep crispers • "Glacier Blue" porcelain enamel interior.

NOW

\$299⁹⁵

started with a
BANG!
getting Bigger
Every Day!



Admiral
Freezer
Model
11CUFT

11.5 cu. ft. Freezer

Circulating "Top-To-Bottom Cold" • 5 sub-zero Refrigerated Freezing Shelves • Handy removable door shelves • Warning signal light • "Glacier Blue" porcelain enamel interior • 5-year Food Protection Guarantee.

Previous Model... \$429.95
New Model only... 279.95

NOW YOU SAVE 150.00

\$279⁹⁵

YOU CAN "WHEEL AND DEAL" FOR
QUICK PROFITS WITH...

Sensational *Admiral Up-Side-Down* REFRIGERATOR

See your Distributor
for details now!



MODEL 12D13

UP-SIDE-DOWN REFRIGERATOR

REMEMBER—THE REFRIGERATOR IS AT THE TOP—*Big Humid Cold Compartment* with more food storage capacity than regular 9 cu. ft. models. All food is within easy reach—no stooping, NO DEFROSTING EVER!

REMEMBER—122 LB. CAPACITY FREEZER IS AT THE BOTTOM! Holds $2\frac{3}{4}$ bushels of frozen foods. Freezes foods at 20 below zero—coldest cold of any refrigerator-freezer.

Don't wait! Don't miss out on this great money-making opportunity! Phone, wire or write—today!

Sewing Machines

Industry experiences overall sales dip in 1954 with slackening imports and continued consumer resistance contributing to a generally off year

EVER since the year 1846 when Elias Howe first placed before the public a perfected and useable sewing machine these units have played an important part on the American sales scene. As the nineteenth century drew to a close trade names like White, Domestic, Singer and Free, had all advanced the status of common household words as more and more housewives were shown the convenience of such a unit by the traveling salesmen of the period. With the continued improvement, and electrification of this oldest of all household appliances, sales continued to increase steadily, and were brought to a halt only by the advent of World War II. When full scale production was resumed in 1946 the scene seemed to be set for a resumption of this forward sales pattern.

With Singer, and most other American manufacturers continuing in their reluctance to reveal production or sales figures of any sort valid annual sales figures are hard to arrive at. In 1952 however, ELECTRICAL MERCHANDISING estimated that the American consumer had purchased close to 2,000,000 units, of both domestic and foreign manufacture. But by 1953, sales were declining, and during the past year several authoritative sources believe that sales may have declined by almost 20 percent, and that a still further decline might be expected during 1955.

1954's Declining Sales Picture

Several factors were accountable for the overall drop in sales which took place during 1954. Perhaps the most important of these was the stiffening sales resistance of the American consumer towards lesser-known makes of imported sewing machines in the lower price brackets. Criticism directed towards these lower priced units differed but, in general, the buyers main concern continued, as in past years, to be directed towards the inadequacy of service facilities available, virtually unobtainable replacement parts, and in some cases, poor workmanship in the units themselves. Still another major factor might be traced to the banning, in midyear, by the Japanese government of exportation of sewing machine heads to the United States. This action, which stemmed from the violation by certain Japanese manufacturers of that government's price check was significant in that it cut off a considerable portion of Japan's exports for 1954 to the United States, an export figure which has been esti-

mated to account for nearly 70 percent of that country's annual production of nearly 1,000,000 units. Of lesser significance, but helping to depress annual aggregate sales, was the gradual but continuing loss of foreign markets by American sewing machine manufacturers. American exports which in 1951 had stood at 93,183 units and whose total dollar value during that year was \$6,185,333 had slumped during the first seven months of 1954 to a low, 22,278 units with a price tag of only \$1,466,231.

But the sales picture for 1954 was not completely one sided. Here and there a company and its product were able to report bright spots in the gloom, and while sales sledding was tough for lesser known foreign units those of better grade seemed to have the ability to more than hold their own. Such brands as Necchi, Elna Pfaff and Vigorelli were hitting hard at American machines at the upper end of the price bracket.

American companies on the other hand were showing an increasing awareness of the need for sparring heavily in their effort to regain some of the market which they had lost to the imports. An example of such a trend was to be found in the spring campaign launched by Domestic, the biggest sales promotional effort in the company's 85 year history. White, traditionally sold only through department stores announced a nationwide distribution setup in 1954 which stressed the franchising of independent dealers, and Free discontinued marketing its product through national chain distributors and was concentrating sales effort through local independent distributors. Still other manufacturers were stressing new design or engineering features to shore up sagging sales. Examples of this latter trend could be found in Bell's 4½ pound portable introduced early in the year and described as the "only completely portable unit on the market", and in the continued emphasis

on cabinetry which permitted console machines to fit into home decorating schemes which ranged from colonial to modern.

Who Buys What?

The American Home Economics Association pointed out in the pages of its monthly journal that the prospective buyer of the all purpose machine should consider whether she has the necessary patience and time required to develop the skill needed to operate a zig-zag machine successfully. While the complete truth of this statement is debatable, some early instruction in the use of this machine is necessary, and many manufacturers like Necchi were offering free courses to the purchaser. Domestic during the course of the year recognized the confusion which exists in the minds of some consumers regarding the type of machine to buy and decided to do something about it. With a line consisting of a high priced zig-zag model, and other less expensive machines, the company embarked on an advertising campaign stressing an "honesty is the best policy" philosophy. Pointing out that the company's higher priced unit was for one woman in ten (a simile might be found in the case of the man of the house who buys a 20 attachment power tool), Domestic went on to point out that the remaining nine have no need for all the features of a zig-zag machine, and that there was no need for them to buy features that they would never use. Despite advertising of this sort, which was paying off in sales for Domestic, other manufacturers were not convinced and many like White were announcing introduction of new zig-zag models.

McCall's Magazine in a study conducted among 1,000 brides of one year standing found that they owned the following possessions, an illustration of the high regard in which the sewing machine was held by most

when one remembers that the unit is not an absolute necessity to modern living as are some of the other major appliances named:

Possession	Percentage Owning
One or more Major Appliances	46.0 Percent
One or More Electric Housewares	88.8 Percent
Radio	85.5 Percent
Television	22.7 Percent
Sewing Machine	22.0 Percent

Traditionally the sewing machine has always shown its greatest strength in rural areas of the country, and this would appear to have continued to hold true during 1954 although the differential between rural and city sales is so small as to have been negligible in the overall tallies of most manufacturers.

Pointing up the increasing importance of city sales was a survey of sewing machine owners in five urban areas scattered throughout the United States. Conducted in 1954 by newspapers in the particular city indicated, the survey brought out the relatively high saturation enjoyed by this appliance, with percentages ranging from 43 percent to nearly 80 percent in the case of St. Paul, Minn. The percentages of ownership in the cities covered is shown in the table which is included at the bottom of this page.

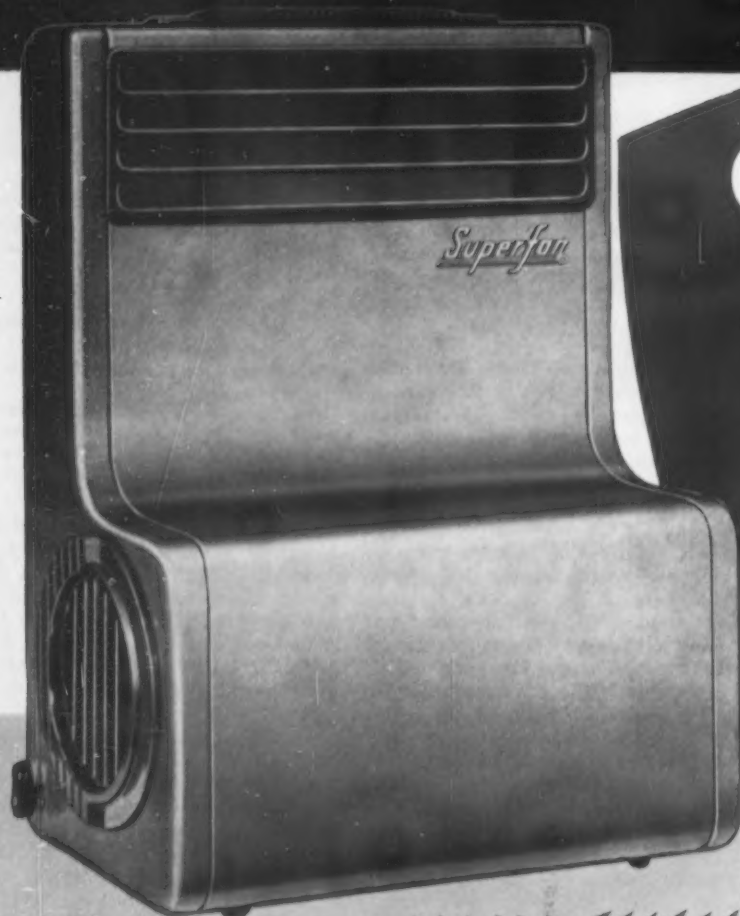
As to the method of sale, one manufacturer indicated a belief that sewing machines were moved 90 percent of the time with the aid of installment payments, and that trade-ins played an important factor. Both of these statements were probably true when one considered the relatively high initial investment required for the better grade machines, and the advanced age of so many of the machines in use.

Seasonally, ELECTRICAL MERCHANDISING, discovered in its composite averages of retail sales, shown elsewhere in this issue, that the sewing machine was in greatest demand during the month of December, with 14.93 percent of yearly sales being made at that time. This percentage was probably indicative of the fact that many an American husband was presenting his wife with a shiny new machine as a Christmas gift at this time, and evidence also of its desirability for just such a purpose. Aside from this one rather sudden spurt in popularity the pattern of year round sewing machine sales for the balance of the year presented a rather static

(Continued on page 204)

	Families Owning Sewing Machines, 1954		Total Families in Area, 1954	
	Number Families	Per Cent	Number Families	Per Cent
Portland, Maine	21,562	61.6	35,003	100.0
Columbus, Ohio	87,455	68.7	127,300	100.0
Indianapolis, Ind.	79,800	43.3	184,200	100.0
St. Paul, Minn.	88,040	77.7	113,305	100.0
Omaha, Nebraska	64,229	71.0	90,464	100.0
Portland, Oregon	82,762	49.6	167,028	100.0
Total	423,848	59.1	717,300	100.0

NEW "RED HOT" PROFIT MAKING



**Give this
\$34.95
Superfan
FREE!**

Superfan

**FITS UNDER HEATER
SAVES UP TO 25% ON FUEL!**

Superfan forces 30,000 cubic feet of fresh warmed air per hour throughout the home. Eliminates cold and hot air pockets. Makes temperatures uniform from floor to ceiling. Saves up to 25% on fuel!



- Costs Your Customers Absolutely Nothing!
- Extra Discount If You Buy Early!
- The Only Heater Promotion With A Full Profit For You!
- Up To 100% Greater Profits Than On Many Other Major Appliances!

Only SUPERFLAME can make this sensational profit making offer. Don't waste time on slow moving, hard-to-sell heaters. Place your energy and efforts where it's going to mean the most dollars for you. Line up with this sensational Superflame promotion now. Superflame gives you a jump on competition and puts you ahead with profits right at the beginning of this outstanding promotion and all through the heater selling season. Get complete details NOW!

Superfan has hundreds of
year around uses

Cools bedrooms on hot nights.
Freshens and circulates air in any room.
Dries scrubbed, waxed or painted floors.
Dries clothes on bad weather days.
Dries hair quickly and comfortably.

**Special
EARLY ORDER
DISCOUNT**

**COMPLETE SALES
AND MERCHANDISING
PLAN FURNISHED**

**HIGH POWERED
PROMOTION FOR
HIGH PROFIT SALES**

Superflame PROMOTION!

Sell More Heaters at a Full Profit
With This
SENSATIONAL GIFT PROMOTION!



ONLY SUPERFLAME
CAN OFFER
Superfan



Superflame
SELLS EASIER—FASTER!

- ONLY SUPERFLAME Gives more quick sale features!
- ONLY SUPERFLAME Has advanced cabinet styling and efficiency!
- ONLY SUPERFLAME Has a complete line of 18 oil heater models and 14 gas heater models for every need!
- ONLY SUPERFLAME Has Exclusive "Fuel-Saver" . . . Saves up to $\frac{1}{3}$ on fuel!
- ONLY SUPERFLAME Has Exclusive "Live Demonstrator"—the most convincing heater display ever devised!

Ask Us

About All the Advantages of This
History-Making, Money-Making Promotion
See us at Booths 1775-1776-1777
AMERICAN FURNITURE MART
January Furniture Market

**INVESTIGATE THIS HIGH PROFIT PLAN
NOW!**

There are extra Profits for those dealers who check this Superflame promotion *now*. Complete sales and merchandising plan is waiting for you. Plan to take advantage of a promotion that pays—the Superflame Gift Superfan Promotion. Mail coupon without delay.

Queen STOVE WORKS, INC.
FACTORY AND GENERAL OFFICES
ALBERT LEA, MINNESOTA

TO: QUEEN STOVE WORKS, INC., Dept. EM15
ALBERT LEA, MINNESOTA

Please send me the complete Sales and Gift Merchandising Plan for 1955 Superflame Promotion.

Name.....

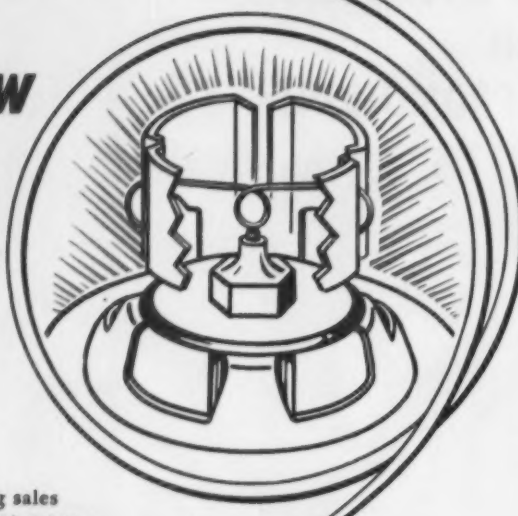
Address.....

City..... State.....

Here's a NEW USE for NICHROME*

**Magic Chef's new
Magic-Lite**

is made possible
by this famous
heat-resistant alloy



You've been hearing about Magic Chef's striking sales feature "Magic-Lite"—and you'll be hearing a lot more.

For this exclusive pilot light makes the gas range 75% cooler, and 75% more economical. It makes possible a pilot light so small it's almost invisible...gas consumption is only 50 BTU instead of 200 BTU for the usual pilot light.

To stabilize this tiny flame—to keep it steady and reliable against sudden drafts of air—a single strand of Nichrome wire, thinner than an ordinary straight pin, is shaped in a loop over the flame. After testing many metals, Magic Chef chose Nichrome because, in the words of their engineers, "Nichrome is the only alloy we found which will give the lifetime resistance to heat and corrosion the part must have".

And truly a terrific test of endurance this is! The wire loop remains red-hot 24 hours a day... 365 days a year... year after year.

Up to now Nichrome has been seen most often on your sales floor as the heating element in electric appliances—now this famous alloy is going to help you sell gas ranges too. Either way, you'll find the name "Nichrome" gives you a plus value unexcelled at the point of sale. When you say "equipped with Nichrome", you win quick consumer acceptance—sell more customers and keep them sold.



You can Judge **NICHROME**
by the manufacturers who use it!



Nichrome V and Nichrome are manufactured only by

Driver-Harris Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco

In Canada: The S. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.



U. S. Pat. Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

Sewing Machines

CONTINUED FROM PAGE 201

picture, with percentages ranging from a low point of 6.70 percent in April, to between 7 and 8 percent for the other months.

The Place for the Appliance Dealer

There can be little doubt that a very considerable sales potential is available to the appliance dealer in the merchandising of sewing machines. As an appliance which has been on the scene for many years, sewing machines carry with them a vast backlog of over age machines which are ripe for replacement. Family Circle in a study conducted several years ago discovered that while 26.38 percent of the machines then in use were 1 to 5 years in age; 31.59 percent were 6 to 18 years; and a staggering 38.55 percent were 20 to 25 years of age and over. With the many modern improvements which have been made available to the buyer over the postwar period, the replacement factor is at once apparent. It is somewhat ironical too, that in many cases the homes that most need a sewing machine are those which can least afford one. Thus the appliance dealer who is merchandising sewing machines will often find that trade-ins

One sure way to become unpopular around an electrical appliance salesroom is to keep giving the sales manager advice he would like to give you.

can in a large number of cases be re-conditioned and placed in the hands of lower income groups for an additional percentage of the profit pie. With so many manufacturers continually casting about for new outlets for their product it would appear that no more opportune moment exists than the present for the appliance dealer to decide upon a top flight line of sewing machines to round out his inventory. As pointed out earlier, he will in his own best interests choose one of the well known brands of either domestic or foreign origin which have proven themselves on the American sales scene, and there are many which will fill this bill. End



"WE SHOULD HAVE WAITED TILL WE GOT TO THE TRAILER CAMP TO PUT IT UP!"



The Royal Family of Home Laundry Equipment



"Deluxe" Royal Pair
Tops in beauty. Built-in
Suds-Saver.



"Heavy Duty" Royal Pair
Tops in value. Priced
for ADV promotion.



"Thrifto-matic"
Priced lower than many
wringer washers.



America's No. 1 line
of wringer washers.



Complete line of ironers.
22" and 24" models.

**Speed Queen's sales program for '55
will be BIG! Promotions will be BIG!
Advertising will be BIG! Like this coupon!**

Sign and mail today

SPEED QUEEN CORPORATION, Ripon, Wisconsin

Gentlemen:

We have been reading your advertising claiming that the Speed Queen automatic washer is the Best-engineered . . . Best-built . . . Best-performing automatic in the industry. And that a Speed Queen dealer can make the most money because the Speed Queen Line is the most balanced to sell the entire home laundry market . . . and most dependable from a service standpoint. This all sounds good in an ad, but we are more interested in what facts you have to back these statements up. Please have your representative call and give us these facts.

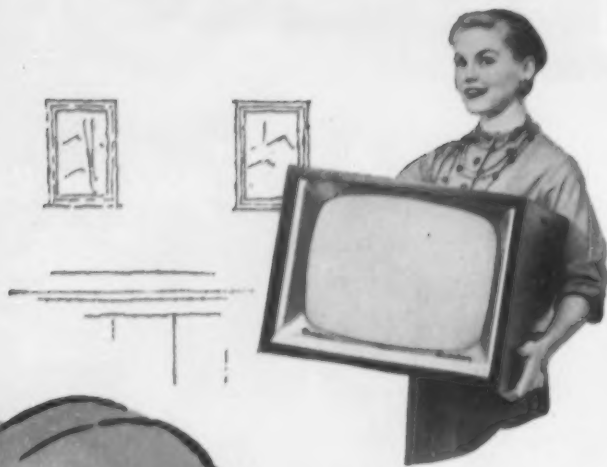
See Mr. _____

Company _____

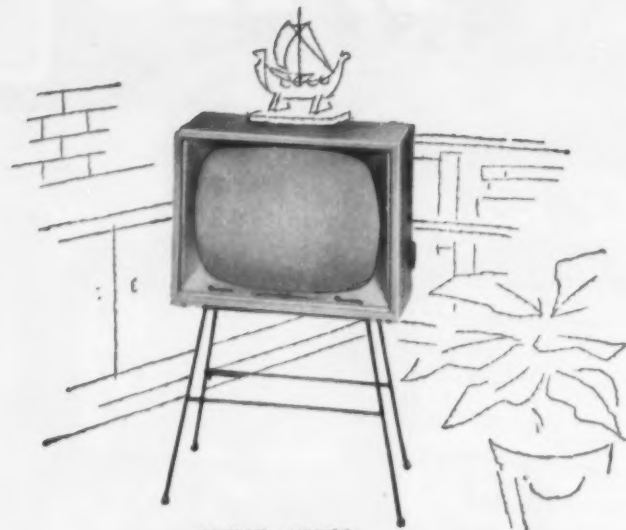
Address _____

City _____ Zone _____ State _____

In 1954 the most exciting news in



MARCH 1ST:
Super-V . . . the first portable
17-inch television!



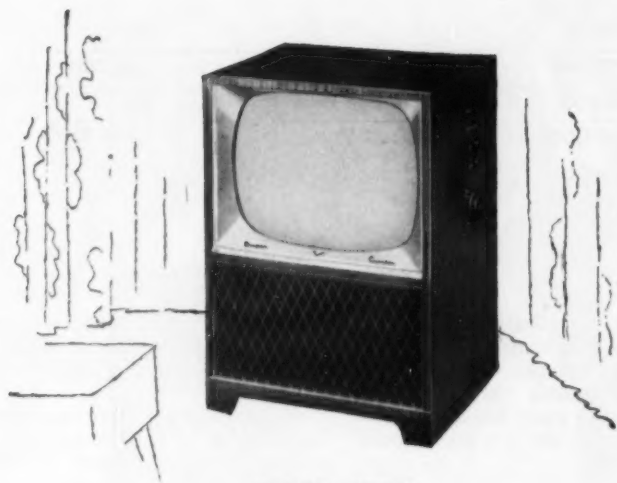
JUNE 10TH:
Super-V 21 Plus. Biggest picture
in smallest cabinet!



... AND COMING SOON—
CROSLEY'S
FOR

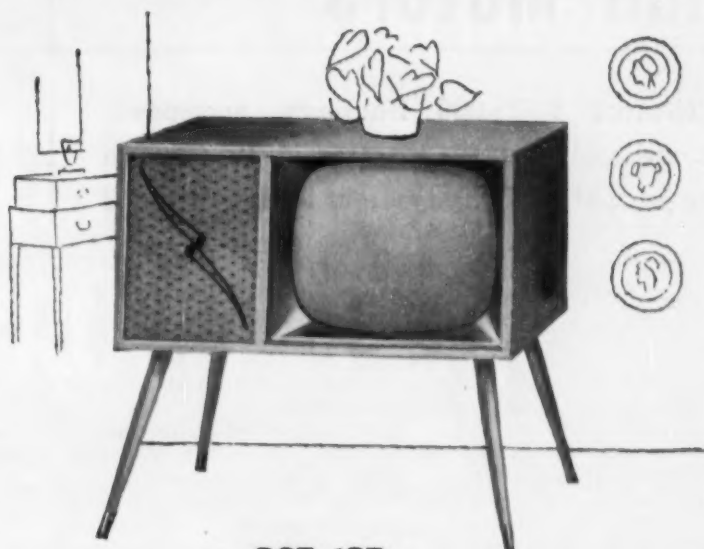
WATCH FOR IT! WAIT FOR IT! You'll see it

television came from **CROSLEY**



SEPT. 2ND:

**Super-V 21 Console at a record-breaking
low \$189.95 (walnut-finished)**



OCT. 1ST:

**Super-V Horizontal Console.
Television with a genuine NEW LOOK**

BIG SECRET
1955!

Crosley Division



Cincinnati 25, Ohio



on a

CROSLEY



Small Motors

An estimated 3,725,000 fractional horsepower motors are sold over the counter in 1954 at an average price of \$23. Farm market leads in demand

Two Year Summary of Over the Counter Sales of Fractional Horsepower Motors

1954		1953
3,725,000	Units Sold	3,533,000
\$23.00	Average Price	\$21.24
\$85,675,000	Retail Value	\$75,040,920

THE workhorse of the modern home is the fractional horsepower motor.

With the trend to the suburbs, the mechanization of the farm, and popularity of the home workshop, the sale of "loose" motors over the counter is becoming an increasingly important part of the appliance business.

Average of estimates from people who should know indicate that 3,725,000 fractional horsepower motors were sold over the counter in 1954, at an average price of \$23. Size of horsepower rating is increasing, and most of them sold were $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$, $1\frac{1}{2}$ hp sizes which were single phase, plug in types, running at 1,750 rpm.

From five to 20 percent of the electric motors sold are used for replacements, and it is felt that replacement continues at the rate of two percent a year. About 150 million motors have been replaced so far, one source estimates.

Experience of one mail order chain, which pioneered the sale of "loose" motors, is that capacitor, repulsion-induction, and split phase motors take care of the public's wants. This firm sells from $\frac{1}{4}$ hp sizes up to five hp, and even moved 3-phase models. It has found that dolling motors up in color and chrome trim pays, and is said to sell around one million annually.

Mystery in Motor Statistics

Considerable mystery surrounds the motor business because it is so old and complex. First motor patent was taken out in 1837, and today between 150 and 160 manufacturers turn them out. There have been 11,000 types made since Edison's day. General Electric has just announced production of its 100 millionth fhp motor produced in the past 50 years.

Manufacturers themselves do not know the overall picture of the motor business, particularly production. One reason is that output which the maker uses himself is not reported to statistical collection agencies. When it is remembered that an estimated 66 percent of all fhp motors go into fabrication, this is considerable. New products like air conditioners, home freezers and clothes dryers take seven percent of the production.

Several firms have been studying the market and its potential. Average of their estimates is that 52,941,

100 motors of $\frac{1}{4}$ hp and over were produced in 1954. Of these 85 percent, or about 45 million were fractional horsepower (less than 1 hp). Over the counter business of 3,725,000 was just a drop in the bucket, but it is growing. One mail order chain, which sells largely to farmers, thinks that an electrified farm uses 28 motors.

L. D. Hodell of General Electric points out that the average American home has six fhp motors, and electrified homes will have 16, and many will be using 25 by 1965.

It should be mentioned here that "flypower" motors, used largely in clocks, while technically fractional horsepower, are not considered such by the trade, but a special category. There are about 20 manufacturers of this type, and it is thought that 20 million units were produced in 1954.

120,000 Dealers Retailing Motors

The motor business rocked along in 1954 about like it did in 1953, with some sources reporting five percent gains. The industry has no idea of who does the business, but thinks that every farm implement store carries "loose" motors. Farm areas do 50 percent of the volume, non-farm areas 25 percent and cities 25 percent. Margins run around 35 percent, but with the eagerness of retailers to compete with chains, most dealers wind up with only 25.

All three of the country's largest distributors sell motors, United Service has 2,000 distributors, and W. W. Grainger has 54 branches wholesaling motors. There is no scarcity in any model.

More Value Being Given

Overload protection is common on today's motors, plastic or nylon windings will stand 20 to 30 degrees more heat, and the trend is toward self oiling. The reduction in size of motors (a six inch diameter on one model was dropped to 5 $\frac{1}{2}$ inches) made by one manufacturer is now being copied by another and may spread throughout the industry.

Because the retailer who sells motors usually has only the foggiest idea of their differences, this round-up always includes a briefing on their various virtues.

Farmers are said to favor the repulsion-induction type of motor be-

cause of frequent low voltage on rural lines, and this kind will run on a fluctuating voltage without much danger of burning out. Manufacturers, on the other hand, favor the capacitor type, which is more profitable to make.

A Motor for Each Job

There are motors made for each specific job:

The repulsion-induction motor is most common and is used on machines that are hard to start and require medium acceleration. Suitable for machines taking up to 10 hp, its characteristics are:

1. Demands low starting current, up to 13 amps on 1 hp sizes.
2. Has the highest starting torque.
3. Has medium pull-up or accelerating torque, 225 percent of full load torque.
4. High breakdown torque — 265 percent of full load torque.
5. Efficiency—50 to 75 percent of rated power.
6. Can be used on 120v circuit if $\frac{1}{4}$ hp or less.
7. Requires smaller wire sizes when located far from meter, because of lower starting current demand.

The capacitor type motor can start under a load and is obtainable in two speed types. Used for heavy duty as with water pumps, stokers and compressors:

1. Requires up to 19 amps on $\frac{1}{4}$ hp sizes.
2. Has medium starting torque—435 percent of full load torque.
3. Has high pull-up or accelerating torque—250 percent of full load.
4. Efficient fractional horsepower sizes, 65 to 70 percent of rated power.
5. Cost about same as repulsion-induction type, but higher than split phase.
6. Can be used on 120v circuit if $\frac{1}{4}$ hp or less.

Split Phase Characteristics

The split phase motor is used for easy starting loads or where maximum load is applied at full motor speed, such as on washers, ventilating fans and light power tools. Not well realized is the fact that power companies do not allow on their domestic lines motors that draw 20 amps or excess in starting. True, they close

their eyes to washer motors, because they are usually being run during a period of low demand and for short intervals.

A split phase motor may cause dimming of lights on underwired or overloaded circuits. Their characteristics:

1. High torque type demands large starting current—up to 32 amps in the $\frac{1}{4}$ hp size.
2. Has low starting torque, 200 percent of full load torque.
3. Has low pull-up or acceleration torque—200 percent of full load torque.
4. Efficiency—65 percent for $\frac{1}{4}$ hp size at rated power.
5. Should be located close to meter and have special large wire circuit.
6. Lowest priced of three commonest types of motors, but limited in size to $\frac{1}{4}$ hp or less.

Light Loads for "Universal" Motors

Universal high speed motors are employed on jobs that call for a light load. Sewing machines, drills, food mixers, vacuum cleaners, shavers, motion picture projectors use them. These commutator types use brushes that have to be replaced every 1,000 hours. Their characteristics are:

1. Run on ac or dc.
2. Are generally high speed, 3,500 to 20,000 rpm.
3. Have a high starting torque.
4. Have low pull-up or accelerating torque.
5. Speed varies with load.
6. Limited to one hp sizes for continuous service.
7. Can be operated on 120 v circuits if $\frac{1}{4}$ hp or less.
8. Variable speed regulated by load or resistance in circuit.

Some of the terminology in the motor business may need some clarification. A "shaded pole" motor is an inexpensive type, used generally for fans and room coolers and has no starting switch. It is the type over which utilities have kicked up such a row on power factor.

A condenser type motor is merely another name for the capacitor type.

Men who make motors advise dealers to tell customers to oil motors sparingly, say once a year. Oil ruins more motors than anything else. Some need no oiling at all.

End

Presenting the new **DUO-THERM**

WEATHERPROOF PROFIT PLAN

Duo-Therm Dealer's forecast: You can plan
a year 'round Duo-Therm sales picnic in '55



With **DUO-THERM**—the greatest share
of the home heater market in
Duo-Therm's history



With **DUO-THERM**—a line that completely
covers the water heater market, including
10-year warranty glass-lined and
copper-lined models



With **DUO-THERM**—the direct-fire gas
incinerator that puts you in on the ground
floor with America's fastest growing
new appliance



And Now...
another new **DUO-THERM**
"profits you keep" line!

POWER LAWN MOWERS

for '55

Introducing the **DUO-THERM** the new kind of power mower that



Cuts smoother, faster, cleaner! Picks up grass, chops it finer, distributes it over a wide area *into* the lawn. Finished lawn has a velvety swept up look. Leaves no clumps, stripes, or gobs.



Mulches leaves without extra-cost attachments! Leaves are shredded into tiny pieces. Fine particles sift into lawn, disappear, act as lawn tonic. A fall feature that clinches sales in the spring!

TERRIFIC VACUUM DOES IT!

Stands grass on end, cuts it cleanly, evenly. "Wind-Tunnel Action" created by strong vacuum hurls grass and leaves against whirling blade again and again. Grass particles are discharged from exclusive twin "Wind-Tunnel" discharge ports in a fine even spray over wide area. For leaf-mulching, ports are covered to achieve trapping effect. Only Duo-Trim has vacuum like this!



THREE DUO-TRIM ROTARY MODELS— A PRICE AND PERFORMANCE FOR EVERYONE

18" and 21" cutting widths—1.6 hp. and 2.5 hp., 2-cycle DUO-TRIM rotary

21" cutting width—2.5 hp., 4-cycle DUO-TRIM rotary

NEW!

TOP-QUALITY
DUO-THERM
GLASS-LINED GAS
WATER HEATERS!

NEW!

TOP-QUALITY
DUO-THERM
COPPER-LINED
ELECTRIC WATER
HEATERS

Now Duo-Therm gives you the big ticket water heaters that *complete* the line. Your Duo-Therm water heater franchise makes you headquarters for *all* the water heater business in your area.

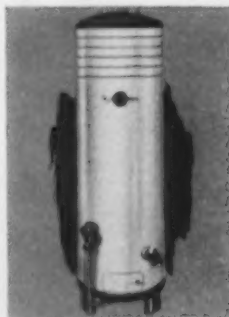
Now you have the perfect answer for everyone. For when you add in Duo-Therm's complete line of zinc-lined water heaters for gas, electricity, and oil...the line that proved a smash success last year...**SALES ARE A BREEZE ALL YEAR 'ROUND.**

ADVERTISED IN
LIFE

**DUO-THERM WATER HEATER
Point-of-Purchase
PROMOTIONS!**

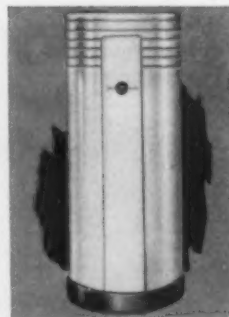
- Big new mobile display
- New water heater ad mats
- "Reminder Birds" Toy-Mobile give-away

**All have the biggest single sales feature in the business:
the TRIPLE-TREATED TANK for long, trouble-free life!**

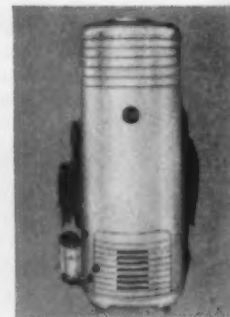


GAS Zinc-lined models. 20, 30, 40-gal. sizes with 1 and 5-year Warranty.

Glass-lined models. 20, 30, 40, and 50-gal. sizes with 10-year Warranty.



ELECTRIC Zinc-lined models. 30, 40, and 50-gal. Table-Top models with 5 or 10-year Warranty. 12 to 120-gal. round models, 5 or 10-year Warranty. **Copper-lined models.** 30, 52, and 82-gal. round models with 10-year Warranty.



OIL Zinc-lined models. 20, 30, and 50-gal. sizes with 5-year Warranty.

DUO-TRIM Rotary-

"VACUUM-CLEANS" the lawn!

VERSATILE, TOO!



Trims within $\frac{1}{8}$ inches of fences, shrubs, sidewalk and house. Big, easy-rolling wheels are set inside the cutting area. Saves hand-clipping chores.



Cuts high weeds. Makes it easy to reclaim overgrown areas. "Wind-Tunnel Action" leaves no dandelion stems or long shoots on lawn.



Handles easy as a carpet sweeper. Duo-Trim has reversible handles. No more U-turns. Easily adjusted to 5 cutting heights from $\frac{1}{4}$ " to 3".



Safety plus. Fully-enclosed housing rides close to the ground. Makes the Duo-Trim rotary safe. Extended decks give maximum "roll-back" protection.



World-famous Clinton engines. More horsepower, automatic re-wind starters on all models. Easy starting, fueling with these automotive-type engines.

Yours! The most sensational profit plan in this industry!

Not only are Duo-Trims competitively priced for the big volume, but you get a more generous profit margin with Duo-Therm.

A smash national campaign!

Big as LIFE! Big, powerful ads right at the height of the selling season—full pages in full color and black and white in LIFE!

A hard-hitting local campaign!

Here's the local promotion package that will pull power-mower business to your store in a hurry!

FREE! Spectacular full-color \$8.95 Duo-Trim display free on qualifying order!

• Newspaper ad mats • Radio and TV spots • Classified liners • Full-line folders or Point-of-Sale literature • Weather-proof pennants • Special traffic builder promotions! • Eagle "Flat-Jak" Gas Tank Premium. A \$9.00 value at a red-hot special price! • Ladies' Garden Gloves! 79¢ value for less than 25¢ a pair!

And a sensational new Co-op plan for qualifying dealers. Ask your distributor for details.

ADVERTISED IN
LIFE

Presenting DUO-TRIM REELS!

New self-propelled DUO-TRIM reels make lawn mowing a lark. These features make the man who has a lush, level lawn your customer!

• Cutting unit and bed knife are heat-treated for extra toughness, precision engineered for close cut and long life. • 4 piece sectional roller protects lawn on turns • Adjustable cutting height—from $\frac{1}{2}$ to 2 $\frac{1}{2}$ -inches • New cushioned "Easy-Grip Handles"

Clinton 4-cycle engines

• Automatic rewind starter at no extra cost • Newest Duo-Trim "Feather-Touch" Clutch • Convenient Handle Throttle

Two Duo-Trim reel models in most popular cutting widths 18" and 21" cutting widths—1.75 hp., 4-cycle, variable speed, self-propelled DUO-TRIM reel.



SALES FORECAST FAIR AND WARMER ALL YEAR 'ROUND

with the **DUO-THERM** 1955 GAS INCINERATOR

Capitalize on the modern trend. Mrs. Modern Homemaker is continually on the lookout for the easy, convenient, up-to-date way. She's a ready prospect for this modern appliance that puts an end to the messy, dirty problem of garbage and trash disposal. That forecasts a steady shower of sales.



New — Exclusive Target Jet Burner. Powerful jet flame is distributed over a wide area, to reduce all burnable garbage and trash to ash in a hurry. Life-time construction — non-clogging. 15,000 BTU input burner for use with any type gas, including LP (bottled).

New Exclusive Triple-wall Construction. Heavy-duty combustion chamber wall, middle liner and outer casing provide channels for a double column of cool air, drawn in at base, circulated throughout. Incinerator is touch-cool even under heavy operation. No corners to catch refuse or dirt.

New Exclusive Multi-Purpose Inner Flue. Controls combustion for steady, uniform, positive consumption of any size load. Prevents particles from floating up chimney. Serves as "after-burning" combustion chamber with its own air vents, for more complete incineration of heavy loads.

Ask your distributor about the 1955 outdoor model.

A complete point-of-purchase promotional program—Duo-Therm gives you all you need to make your own weather—a downpour of profits in gas incinerator sales!

DUO-THERM HOME HEATERS

New "EYE-BUY" APPEAL for '55

IN OIL: Now the 1955 line of Oil Home Heaters has a brand new look to meet popular trends in taste.

New Imperial models! New Radiant Circulators! New high-styled finishes put new Duo-Therm heaters farther ahead than ever before. Nothing on the market can compare. Another Duo-Therm first! Women will love 'em.

Warm new Fruitwood finishes, rich new Sandalwood finishes, plus beautiful Platinum finishes give Duo-Therm Oil Home Heaters unsurpassed eye-and-buy appeal.

IN GAS: In '55 Duo-Therm brings you brilliant new models, new popular-demand capacities, new larger capacity consoles.

New stunning Sandalwood finishes! New lustrous Fruitwood finishes. A new choice of heaters styled with the charm and grace of fine period furniture!

Brand new Mayfair models with manual Power-Air (optional) that give your customers the finest in ultra-modern styling at the lowest cost.



FULLY AUTOMATIC HEATER PACKAGE! DUO-THERM EXCLUSIVES FOR THE AUTOMATIC STEP-UP SALE!

Duo-Therm's exclusive AUTO-MATIC Power-Air Blower drives lazy ceiling heat down, circulates it from room to room. Turns itself on and off automatically. Saves up to 25% on fuel!

Duo-Therm's AUTOMATIC temperature control—with (1) low cost mechanical thermostat for oil or gas, (2) deluxe mechanical thermostat for GAS, (3) super-sensitive electric thermostat for oil or gas.

Duo-Therm's exclusive AUTO-MATIC electric SELF-Lighter for Oil Home Heaters, lights heater automatically at the turn of a dial! (Burner operation in Duo-Therm Gas Heaters is controlled automatically with All-in-One Control).

ADVERTISED IN
LIFE

SHOWERS OF SALES FROM A POWERFUL PROMOTION PROGRAM

Red hot beat-the-season promotion! Ask your distributor for details.

Strongest national advertising in Duo-Therm history takes the Duo-Therm story to your town. LIFE plus 5 special audience magazines will reach your best prospects.

New and proven premium promotions! New precision-made high-quality portable Bar-B-Bowl Grille! A \$7.95 value you can offer FREE. Get red hot price from your distributor.

Duo-Therm's liberal cooperative advertising program!

Early season discounts for extra profits! You qualify on how much and when you buy.

Duo-Therm's bigger than ever point-of-sale promotion program includes new displays, mailers, mats, radio and TV spots to be announced this spring.

DUO-THERM DIV. OF MOTOR WHEEL CORP.
Dept. EM, Lansing 3, Michigan

I'm for Duo-Therm "Weatherproof Profits". Rush me full details on

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Power Mowers | <input type="checkbox"/> Water Heaters |
| <input type="checkbox"/> Home Heaters | <input type="checkbox"/> Incinerators |

Name _____

Address _____

City _____ Zone _____ State _____

Bound for the Furniture Mart? See us at Duo-Therm Space No. 517.

DUO-THERM

Division of Motor Wheel Corp., Lansing 3, Michigan

Manufacturers of

DUO-TRIM MOWERS

DUO-THERM HOME HEATERS

WATER HEATERS • GAS INCINERATORS

Duo-Therm and Duo-Trim are registered trade marks of the Motor Wheel Corp., Corp. 1955

Water Systems and Pumps

Sales boom with population shift to suburbs and two-thirds of all units now go to non-farm families.

\$113-million in 1954 volume will result in \$226-million worth of appliances

THE bottleneck in the business of selling many appliances to farm and non-farm customers beyond the city mains is the water supply. Consequently, a hand is being extended to the makers of water systems by the appliance industry. Each \$1 invested in water systems creates \$2 worth of plumbing or appliance business.

It has been the wholesale movement to the suburbs and to acreages by city dwellers which has created this attractive market. There were 731,000 pumps and water systems shipped in 1954 compared to 258,497 in 1940. Some idea of the size of the market is given by Herbert C. Angster, executive director of the National Association of Domestic and Farm Pump Manufacturers: 7,000,000 to 10,000,000 non-farm installations, 2,000,000 farm sales; and an estimated 2,000,000 replacement sales.

With the electrically operated water pump on the market since 1898, the question is going to be asked: What is keeping it from going ahead faster?

The answer seems to be that merchandising has not been along the channels that understand specialty selling. Just as the coal stoker people tried to distribute through coal dealers, water pumps have been moved largely through well drillers. The customer has run into trouble with busy plumbers who do not like country jobs. Manufacturers, selling through wholesalers, have not been close to customers, and service has been lax.

\$155 Average Sale

About 75 percent of sales are complete water systems (motor, pump and tank) and the balance pumps, which are bought largely as replacements for worn out units. Average retail price for a water system is about \$155. (1954 dollar volume: \$113,305,000.)

A large mail order chain executive thinks that two-thirds of all water systems go to non-farm owners, 20 percent of whom do their own installations. The balance sold to the non-farm market are put in by well drillers and moonlight plumbers. Some 30 percent of the country's wa-

ter systems are sold by the big chains. It is felt that 90 percent of all systems sold through the catalogs are self installed, and 90 percent of retail sales are put in with some professional help.

The move to the suburbs has created a boom for well drillers, of whom there are 18,000 in the country. These drillers are in on the ground floor with the water system business, and a shopping expedition by a customer consists largely in looking around a well driller's garage at samples and in his back yard for pipe.

First, Buy Your Well

Historically, of course, the well goes all the way back to the old testament. Dug wells dropped out around the turn of the century, when the well driller and his rig appeared. Although there are plenty of 2-inch wells still being put in, the 5-inch casing is standard. A 5-inch well costs \$3 to \$4.50 a foot to drill, goes down from 75 to 200 ft. on the average, and calls for a tidy investment before the water system goes in.

Six and 8-in. pipes are steadily growing more popular. Reason, is the steadily increasing demand for more water. As *Fortune* magazine points out, a U. S. citizen requires annually about 1,500 tons of water a year (while needing only 18 tons of food, fuel, metals, plastics and the like). Such items as automatic washers, dishwashers, water heaters, water softeners, and food waste disposers are practically useless unless a water system has first been sold and installed.

A second area of confusion exists in the fact that the type of pump must be tailored to the source of water supply. The amount of water to be had,

the depth of the well, and the conditions surround it are compounded with the fact that several kinds of pumps are to be had. The U. S. Dept. of Commerce reports as follows:

Sales of Pumps by Type			
	Deep well	Shallow well	Submersible
1953	299,945	367,321	34,785
1952	296,541	385,476	
1951	265,285	351,775	
1950	294,724	427,923	
1949	202,506	320,458	

Source: U. S. Dept. of Commerce, based on reports of 90 manufacturers.

There are six types of shallow well pumps, the most common being the reciprocating (using plunger or diaphragm) and the jet. Deep wells employ five types of pumps, and there is a newcomer in the field called the submersible, which rests, motor and all, at the bottom of the well and pushes the water up rather than depending on suction. The electric motor in this type is hermetically sealed in like a refrigerator motor.

Horsepower of pumps depends on how much water the customer wants, tempered by how much his well will give. The way retailers work with prospects to determine pump size is shown in chart at bottom of page which outlines water requirements of fixtures.

The Trade-In Angle

In a business that extends far back into American history, there must of necessity be a great field for replacements. There is no set age for pump life, but with the demand for more water, obsolescence is an increasing factor in the business.

Discounts to Trade

The historical discount to the re-

tail trade on water systems and pumps is 25 percent. On the installation, many retailers recover enough to enjoy a wider margin. Distribution goes through wholesalers though a few manufacturers sell direct to dealers.

A practice of appointing dealers sub-distributors gives many of them additional profit, up to 40 percent.

Requirements to get into the pump business are some men who enjoy skill in installation and ability to diagnose pump troubles. Experts say that 50 percent of pump troubles come through bad installations. The mechanics of the business are not complicated, and motor repair shops take care of that end of the job.

The business spreads over the year as evidenced by 1953 shipments.

1953 Shipments by Months

January	48,854	July	66,057
February	50,303	August	70,424
March	60,335	Sept.	67,737
April	63,696	October	63,702
May	59,217	November	49,422
June	66,042	December	36,272

Source: U. S. Department of Commerce, based on reports from 90 manufacturers.

Shooting for a Billion

The Electrical Water System Council which met recently in Chicago, is promoting the idea of a billion dollar water system market, linking up not only the electrical appliance industry, but plumbing equipment and utilities. As the secretary of the National Association of Domestic and Farm Pump Manufacturers, 39 South La Salle St., Chicago, 3, says, the best way to get water system business is find yourself a pet REA or rural utility line, and follow it to the last mailbox. *End*

HOME FIXTURES

Filling lavatory.....	2 gal
Filling average bathtub.....	30 gal
Flushing water closet.....	6 gal
Shower bath.....	up to 60 gal
Dishwasher.....	3 gal per load
Automatic washer.....	up to 50 gal per load
Water softener.....	Up to 100 gal

YARD FIXTURES

½ in. hose with nozzle..	200 gal per hour
¾ in. hose with nozzle..	300 gal per hour
Lawn sprinkler.....	120 gal per hour
For each member of family, all purposes..	50 gal a day

DOMESTIC ANIMALS

Each horse, dry cow or beef animal.....	12 gal a day
Each milking cow.....	35 gal a day
Each hog.....	4 gal a day
Each 100 chickens.....	4 gal a day

liveliest **laundry line** **going!**

Get the wonderful new story at the Winter Market

space 531 **American Furniture Mart**

Sell the name women know and trust



Beautiful new products!

Hamilton is *really going* with two brand new, big and beautiful Companion Piece laundries! Gas or electric dryers . . . price spread that makes real sense . . . and stunning new designs that start to sell when she sees 'em!

Powerful new promotion!

With Hamilton you have one of the pushing-est promotional plans going! Outstanding national coverage, but that's not all—for the Hamilton plan reaches right into your market . . . provides the tools you need . . . makes Hamilton sales for you.

Hamilton

AUTOMATIC HOME LAUNDRY

HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN

R. I. Lappin, Pres
The Shetland Co., Inc.



Why not write me for details on the following sales-and-extra-profit-building factors of the Shetland Imperial Profit Plan?

GUARANTEED FOR TWO YEARS

FAIR TRADED — to provide absolute price and profit protection at all times.

COMPLETE MERCHANDISING AID — covering every phase of display, promotion and advertising . . . INCLUDING NATIONAL ADVERTISING!

THE SHETLAND COMPANY, Inc., LYNN, MASS.

Shetland TWIN-BRUSH ELECTRIC
**IMPERIAL
POLISHER-SCRUBBER
RUG CLEANER**



Scanty statistics still obscure the industry's real size, but estimates indicate that 1954 was better than 1953.

Hi-fi becomes more influential than ever

Most manufacturers are willing to estimate certain industry totals but they say very little, if anything, about their own sales. On the whole, they think that last year's sales exceeded 1953 by some 10 to 20 percent. Predictions for 1955 are generally bright with experts looking for modest gains over 1954—perhaps only five percent.

Production of plug-in players probably dropped to around 300,000 units last year and record changers to about 400,000. Radio or television combinations were off, too, and likely fell to about 500,000 pieces.

It is estimated that single players' production went up—possibly to 450,000 units. Whatever the case, 1954 was definitely a year of transition and this year will see even more marked changes in the marketing patterns.

Clues to Volume

Output and sales of phonograph records always supply some sort of a clue to disc-playing popularity. Industry sales at retail for records in 1954 are estimated at \$225,000,000 by one source, an increase of just a shade under 10 percent over the 1953 figure of \$205,000,000 reported by the same source. (Foreign sales not included).

Demands for various types of music go through phases, too, and the manufacturers are quick to exploit such trends. Last fall, for example, the new craze for "mood music" was met full on by several big disc-makers who have turned out orchestral selections for such moods as two people alone, inner calm, music for romancing, relaxation, reading, courage and confidence.

If this sounds ridiculous, be guided by RCA Victor's declaration, recently that it would sell some 1,000,000 such one-record albums by the end of 1954. Columbia and Capitol offered equally optimistic predictions.

Or consider the teen-age buyers and users. First of the "War Babies" are just now pushing into their teens and the baby production in the early 1940's in this country was enormous.

Or think of the new home-makers. Brides are expected to increase in this country from about 1,550,000 this

Another trend that should produce good business for the phonograph industry is a new concept of hi-fidelity just beginning to emerge. The first years of hi-fi saw a narrow market nearly completely confined to the "bug" or audiophile whose demands were exacting to a point of technical perfection and who disagreed heartily with most authorities. It was this phase that gave rise to amused observations by the public and successfully kept hi-fi out of average home.

Then along came the so-called packaged hi-fi, a single unit that looked much like any other console phonograph, bore the label of some of the country's biggest makers, and made the floor of some appliance stores.

Late last year, a totally new concept of hi-fi loomed on the marketing horizon, and it is one that may put appliance dealers all over the country in the hi-fi business. Instead of either of the previous two "systems", manufacturers of each of the three basic components — turntables, amplifiers and speakers—offer cabinet units that can be placed on a floor, table or shelf and linked together easily.

They all point out that such a system can easily be expanded by patching in a tuner or tape recorder but the cost is kept within reasonable limits. Lack of custom installation adds to the plan's attractiveness, especially for apartment lovers, and the three basic components, made by any number of top brands in the business, total as little as \$200.

The dealer gets about 33 percent off list on a three-piece set of this sort and makes a good profit on installations that run to several hundred dollars.

Seasonal Pattern and Production

Last year, ELECTRICAL MERCHANDISING estimated that 20 percent of the industry's sales fell in each of the first three quarters of the year and 40 percent in the final quarter. This pattern seems to have changed again this year and figures from several large manufacturers show an average of 25 percent in the first quarter, 15 percent in the second, 20 percent in the third, and, still, 40 percent in the final period.

Production last year was about whatever the manufacturers chose to make it. The industry got over its component shortage that hamstringing it for a couple of years and no shortage is contemplated this year with one exception. One manufacturer cautioned that color television might splurge to such a degree that it could put the bite on some of the critical component makers. End

in 1955

Hotpoint

celebrates its
Golden Anniversary
with the most
comprehensive consumer
selling event ever to hit
the Appliance Business!

LOOK INSIDE FOR THE BIG STORY...

OUR
GOLDEN
ANNIVERSARY



YOUR
GOLDEN
SALES
OPPORTUNITY

in 1955

Hotpoint

celebrates its
Golden Anniversary
with the most
comprehensive consumer
selling event ever to hit
the Appliance Business!

LOOK INSIDE FOR THE BIG STORY...

Here it is



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* Designed by four nationally
staff of LIVING FOR YOU
"Living-Conditioned" homes
more than 85% of today's ho
section of the country in whi

it is!

The Hotpoint 5 Million Dollar Golden Anniversary "Living-Conditioned" Homes Contest!

A Nation-Wide Consumer Promotion That Localizes The Full Impact Of Its Magnetic Power Right In Your Store!

With YOUR STORE as local headquarters, Hotpoint commemorates its 50th year with what is destined to be the most powerful *traffic-building* contest ever offered by any manufacturer. Five thousand and fifty-four magnificent prizes will be awarded the winners. *Millions of contestants will be bringing their contest entries to Hotpoint Dealers for validation—millions of opportunities for Hotpoint Dealers to make friends and sales!*

HERE IS THE LIST OF SENSATIONAL PRIZES:

- ★ 4 Completely Furnished Hotpoint All-Electric Golden Anniversary "Living-Conditioned" Homes!
- ★ 50 Complete Hotpoint Golden Anniversary All-Electric Kitchen-Laundries!
- ★ 5,000 Special Hotpoint Golden Anniversary Appliances!

BACKED BY UNPARALLELED ADVERTISING AND PUBLICITY...

- In Leading Magazines With Sparkling Four-Color Spreads—
- On Television In The Top-Rated "Adventures Of Ozzie And Harriet"—
- In A Power-Packed Coast To Coast Newspaper Campaign—
- With Full Tie-In Editorial Support By LIVING FOR YOUNG HOMEMAKERS Magazine—
- By Leading Builder And Architectural Magazines—
- By Hard-Hitting Direct Mail Campaigns, Radio And Television Spots, Window And Store Displays, Dynamic Local Merchandising Activities, Publicity Stunts, Premium Offers, And Specialized Sales Training!

1955 WILL BE A RECORD-BREAKING YEAR FOR HOTPOINT DEALERS—YOU CAN'T MISS!

Never before have appliance dealers been able to cash in on a promotion of this magnitude. Never before such a GOLDEN SELLING OPPORTUNITY—such a sound, aggressive, sales-clinching plan of action! *The complete details will be coming your way soon.* But, in the meantime, get lined up with the Hotpoint Distributor in your territory for the promotion that's going to jolt the industry—bust the market wide open!

Designed by four nationally famous architects in collaboration with the architectural firm of LIVING FOR YOUNG HOMEMAKERS Magazine. These "Living-Conditioned" homes are the composite of all the features most wanted by an 85% of today's home buyers! Each is especially designed for the type of country in which the winner resides.

LOOK INSIDE FOR THE HOTPOINT FULL LINE OF GOLDEN ANNIVERSARY APPLIANCES FOR 1955... THE MOST ADVANCED LINE IN HOTPOINT'S 50 YEARS OF CONTRIBUTING LEADERSHIP TO THE INDUSTRY!



For Every Kind of Cooking—Fully Automatic!



Hotpoint Super De Luxe Automatic Electric Range

The finest Automatic Electric Ranges ever offered the American homemaker—featuring: • New Super SPEED Calrod . . . World's Fastest Surface Unit • New Handi-Raise Broiler and Handi-Over Grill • New Giant Super Oven and New Mealtimer • New Rota-Grill • New Plug-In Golden Fryer and Golden Griddle.



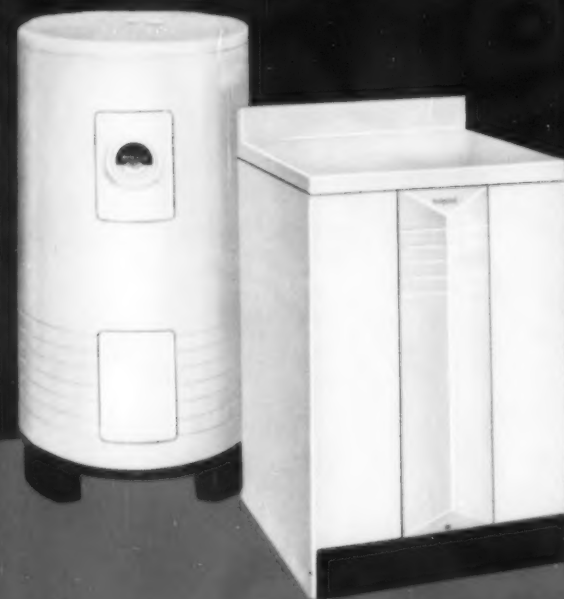
Hotpoint Super-30 Automatic Electric Range

Hotpoint's feature-packed Super-30 offers: • New Super SPEED Calrod and Giant Super Oven • Automatic Rota-Grill and Thrift Broiler • Plug-In Golden Fryer and Raisable Unit Thrift Cooker • Golden Bake and Golden Broil Calrod Units.

Hotpoint



Hotpoint Sensational New Pushbutton Automatic Washer



Hotpoint Automatic Electric Water Heater

A Complete Line—Round and Tabletop Models • C MAGIC CIRCLE® Heat • Precision Thermostat Control • 5-Year Tank Guarantee and 10-Year Protection Plan

**Plus . . . New Low Prices On Every Model
With Full Profit For YOU!**

Hotpoint Golden Anniversary

Biggest News in the Home Laundry Industry for 1955...The All-New Hotpoint Automatic Washers and Dryers!



Hotpoint World-Famous Sealed-Chamber Automatic Dryer

An All-New Automatic Washer and Dryer For Every Market... Plus a Year 'Round Sales Building Demonstration Plan For All-Year Profits!

World's First Pushbutton Automatic Washer with Two Completely Automatic Cycles for All Fabrics

New Color-Lighted Pushbuttons for automatic pre-selection of BOTH wash and rinse water temperatures! Two-cycle WOND-R-DIAL with automatic fill... Normal Cycle for regular fabrics—Delicate Cycle for the new man-made fabrics. Automatic Partial Load Washing in both the Normal and Delicate Fabric Cycles. Rubber Finned Aquator gives all-time high in advanced washing action. One-Piece, All-Welded Steel Cabinet provides new durability. Entire Washer is All-Porcelain finished—inside and out. Three models, competitively priced, to fit every market.

World's First and Finest Sealed-Chamber Dryer

No Heat, No Lint, No Moisture... No Venting!

Hotpoint's famous Condenser-Type Dryer with its Sealed Chamber eliminates heat, lint and moisture in the laundry area without costly venting. With the Fluorescent Lighted Backpanel, Full-Range Temperature Control, Interior Light, Safety Cut-off Switch in Door, All-Porcelain and Completely Welded Chassis—you have the Dryer sensation of the industry. Another Hotpoint model, the Air-Blower Dryer, is a standout in the low-priced field. It has the All-Porcelain Dryer with a new, wide lint screen... and features a universal connection for either 115 or 230-volt operation.

Water Heater

Models • Calrod
Control • New
Protection Plan

**Every Model—
YOU!**

Hotpoint Golden Anniversary Automatic Electric Ranges

Hotpoint's distinction of constant leadership has never been more significant than that now displayed in its complete line of 1955 Customline, De Luxe 39-inch, and Super-30 Ranges.



The World's Most Versatile Customline Automatic Electric Range Ensemble!

The new Hotpoint Customline Range Ensemble offers the widest possible choice of personalized cooking arrangements—limited only by imagination. By combining one or more Super Ovens with various Customline 2-Unit or 4-Unit Surface Cooking Sections, kitchens may be custom-styled to suit space and taste. Loaded with exclusive features such as Remote Pushbutton Controls, Golden-Bake and Golden Broil Calrod® Units, World's Fastest Super SPEED Calrod Surface Units, Thrift Cooker and Plug-In Golden Fryer, Golden-Griddle, and a host of others, this is the Range Ensemble that makes dream kitchens a reality!

◀ See Inside

OUR
GOLDEN
ANNIVERSARY

YOUR
GOLDEN
SALES
OPPORTUNITY

See the Hotpoint Golden Anniversary "Tomorrow's Kitchen—Today..."

In Space 1120-21 Merchandise Mart



Designed to demonstrate the versatility with which Hotpoint Customline Appliances may be utilized to provide a compact, striking idea for efficient kitchen arrangement, this ultra-modern dream kitchen of tomorrow has been conceived with sparkling beauty, originality and practicality.

The NEW Hotpoint Customline Automatic Electric Range Ensemble including 4-Unit Surface Sections, 2-Unit Sections with Deep-Well Thrift Cooker, Plug-In Calrod Golden Fryer, Plug-In Calrod Golden Griddle—plus the Satin Chrome finished Super Oven—provides the widest possible choice of personalized cooking arrangements.

The exclusive NEW Hotpoint Customline Remote Control Panels give complete flexibility in control installation—color-lighted pushbutton cooking.

The NEW Hotpoint Customline Super-Stor Refrigerator-Freezer and Automatic Electric Dishwasher, finished in beautiful Satin Chrome and Spice Gold, permits complete flexibility for custom installations.

This is truly "Tomorrow's Kitchen—Today"!

Hotpoint... Our Golden Anniversary—Your Golden Opportunity

Appliance Line for 1955



Hotpoint Super-Stor Refrigerator-Freezer

Hotpoint's Golden Anniversary Refrigerators offer the finest in beauty, convenience and quality. Hotpoint Refrigerators offer all the practical features including:

- Two Separate Cooling Systems • A True Food Freezer
- Ideal Humidity Fresh Food Compartment • Frost-Away
- The World's Finest Defrosting System • New Dairy Stor • Exciting New Capri Color Styling.

Hotpoint Single Door Combination Refrigerator-Freezer



Hotpoint 2-Door ↗ Combination Refrigerator-Freezer



← Hotpoint Deluxe Food Freezers

Hotpoint Chest and Upright Freezers offer strong selling features such as:

- Aluminum Liners • Convenient Freezing Compartment • Automatic Temperature Control • Counter-Balanced Lids With Lock Handles • Positive Seal and Six-Side Insulation.

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Hotpoint Automatic Dishwashers

**Washes Twice — Rinses Twice . . .
With Fresh Detergent In Each Wash!**

The Top-Profit Appliance of the industry offered in 48-inch Combination Dishwasher-Sinks, 27-inch Undercounter and Free-Standing Models, Pump and Gravity-Drain Models with the QUIKONECT Pump-Drain Model that saves up to 50% in installation costs . . . *plus* the Hotpoint Mobile Dishwasher that makes home demonstrations easy and effective.

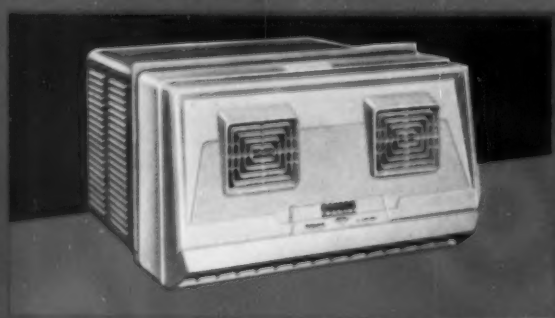
← Hotpoint Automatic 48-inch Dishwasher Sink

Hotpoint Automatic Undercounter Dishwasher →

The Automatic Dishwasher business is a . . .

- **No Trade-In Business**
- **Full List Price Business**

More than 96 out of every 100 homes offer a virgin Dishwasher market with 32% of America's home-makers wanting an Automatic Dishwasher TODAY! To help you get your share of this highly profitable business, Hotpoint offers you the Automatic Dishwasher that washes everything cleaner than any other domestic Dishwasher—backed by a continuing program of promotional support.



Hotpoint De Luxe Air Conditioners

Hotpoint De Luxe Air Conditioners step ahead with such features as: • "Jet Stream" Circulation • Electrostatic Filter • Cools, Heats, Ventilates With Pushbutton Control • Automatic Thermostat And Two-Speed Cooling • Directional Louvres And 3-Row Coldcoil System.

Hotpoint Disposall

Electric Food Waste Disposers

**Twice The Life . . .
Half The Wear!**

The impeller, that hurls food waste against the keen-edged alloy steel shredders in the model shown, automatically reverses itself each time the Disposall is used. The shredders, being double-edged, have twice the life . . . half the wear.

Another model, Hotpoint's MW10 low-cost continuous feed Disposall, has a removable plug for easy connection with pump-drain Dishwashers.

Hotpoint Disposall®
Models MW9 and MW10



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al •
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See the Hotpoint Golden Anniversary "Tomorrow's Kitchen—Today..."

In Space 1120-21 Merchandise Mart



Designed to demonstrate the versatility with which Hotpoint Customline Appliances may be utilized to provide a compact, striking idea for efficient kitchen arrangement, this ultra-modern dream kitchen of tomorrow has been conceived with sparkling beauty, originality and practicality.

The NEW Hotpoint Customline Automatic Electric Range Ensemble including 4-Unit Surface Sections, 2-Unit Sections with Deep-Well Thrift Cooker, Plug-In Calrod Golden Fryer, Plug-In Calrod Golden Griddle—plus the Satin Chrome finished Super Oven—provides the widest possible choice of personalized cooking arrangements.

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The NEW Hotpoint Customline Super-Stor Refrigerator-Freezer and Automatic Electric Dishwasher, finished in beautiful Satin Chrome and Spice Gold, permits complete flexibility for custom installations.

This is truly "Tomorrow's Kitchen—Today"!

Hotpoint... Our Golden Anniversary—Your Golden Opportunity

Two Years Statistical Summary Water Conditioners

	1954	1953
Units sold	300,000	258,750
Average retail price	\$250	\$250
Retail Value	\$75,000,000	\$64,687,500

Water Conditioners

Sales of 300,000 units for a retail value of \$75-million jumps saturation to seven percent . . .
Some 11-million homes are immediate prospects

APPPEARANCE on the market of a kit which permits a salesman to give the housewife an actual demonstration and proof of how hard her water is, opened the door last year to greater penetration of the water conditioner market.

For water is tricky stuff, something the public has always had around it, and it is difficult to convince that what comes out of the tap isn't okay.

The experts think that about 300,000 water conditioning units were sold in 1954, a gain over the estimated 258,750 moved in 1953. While the average price is around \$250, units may be had from \$90 to \$600, depending on the job they are to do. A unit which will cost \$250 laid down may come to \$325 when installed by a local plumber.

Mail order chains do only about five percent of the volume in this business. It is estimated that seven percent of the market is saturated. In January, 1954, the Omaha World-Herald made a consumer survey and found that 7.5 percent of Omaha and Council Bluffs homes had water softeners. Dealers are making ready sales in an area with 15 grains hardness in the water.

Market Depends on Localities

While the market is generally unsaturated, and the profits are good, it takes more than prospects with money and an eager beaver dealer to bring about a success.

It all depends on the character of the local water. The business cannot be charted by population areas, for in the East and West, where population is heaviest, there is much water of one to three grains, which is considered soft. Rule of thumb is that about 85 percent of the U.S. has hard water, and the potential market lies in places where it is five grains and up. Dow Chemical thinks that there are 29,300,000 homes which will be eventual customers for water softeners, and 11 million homes in 10 grain water areas that are immediate prospects. People

in places with 20 grain water or over are pushovers.

Water conditioners do a bigger job than soften water. There is water with a rotten egg smell, due to sulphur; iron solutions; manganese water which stains clothes black; water that tastes like epsom salts; and musty water. Each calls for a certain kind of treatment.

How It Is Done

Trick in water softening comes from the interchange of calcium and sodium salts. In the beginning it was found that a natural substance called "green-sands" accomplished this. Chemists today have worked out substitutes which are far more effective. Even zeolite, once considered the most potent vehicle, is being superseded by synthetic resins, which are an outgrowth of the production of artificial rubber during World War II. Zeolite has a 15,000 grain capacity for each cu.ft. of mineral, and high capacity resins run as high as 30,000 grains capacity per cu. ft. Organizations like Dow, Monsanto and Rohm & Haas are among the firms producing these resins.

Sales Technique

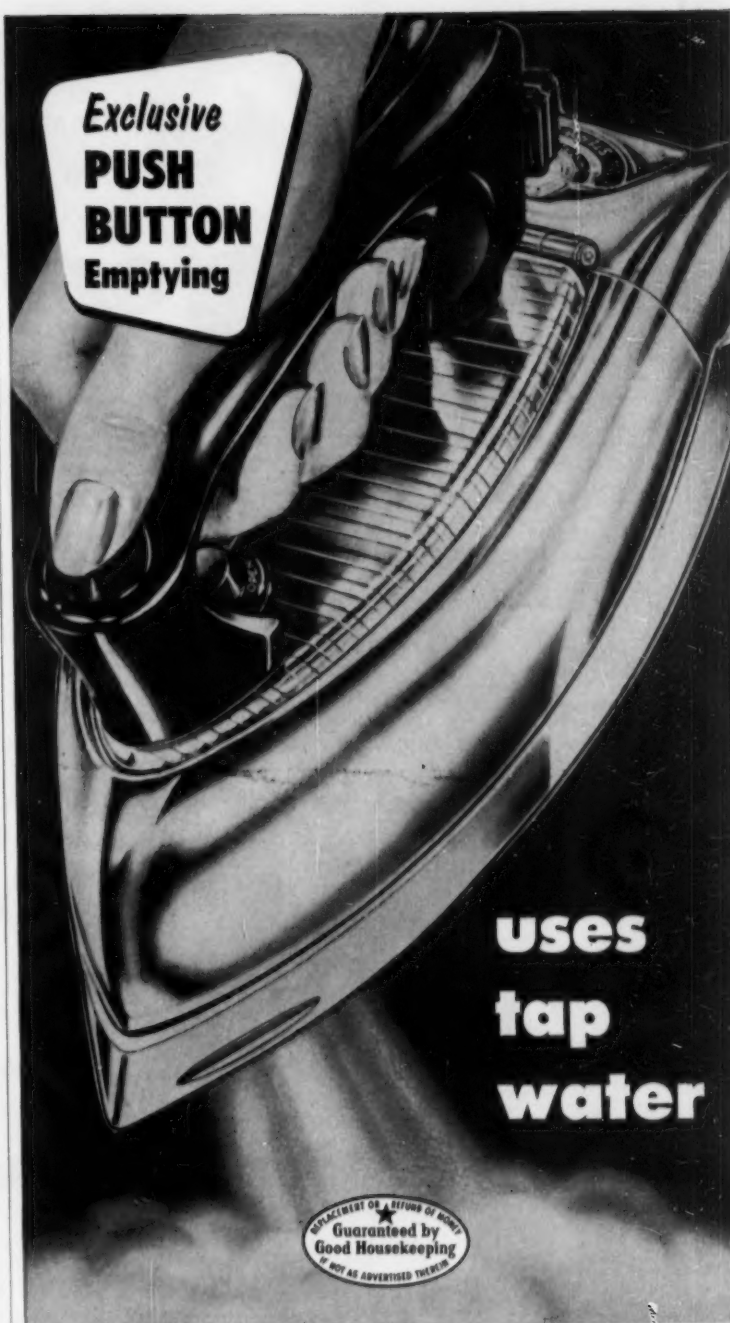
A dealer selling water conditioners may either sell direct to the customer or build up a little utility of his own. Nearly half of the 2,816,500 domestic water softeners used in the United States today are on a service basis, which means that the dealer calls on the home regularly and replaces tanks, or recharges them.

It is felt that families that move into a hard water area are the most eager prospects for water conditioners. Solicitation is usually by advertising or direct mail and rarely by canvassing.

Analysis of a prospect's water follows, which can be done by the governmental units or by the manufacturer of water conditioners.

Because water conditioners are basically alike, there is frequent price cutting. The reason for selling water serv-

(Continued on page 228)



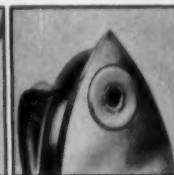
STEAM-O-MATIC

The Original STEAM and DRY Iron!

FIRST among all Steam Irons! *First* steam and dry iron with exclusive "push-button" emptying! *First* with easy "tilt-top" filling! *First* all stainless steel iron! *First* fully automatic Steam and Dry Iron . . . and still the world's best! Place your order today!



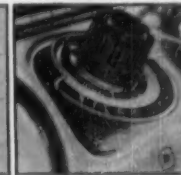
Fills or refills in less than 10 seconds.



"Steam-O-Magic" Circle, more steam distribution.



No distilled water to buy or store.



Steam irons all fabrics—complete heat range.

VISIT
US

Booth 148 • Navy Pier

JAN. 13-20
CHICAGO

THE STEAM-O-MATIC CORPORATION—Kansas City 41, Missouri

Don't let your advertising

78% of TRUE STORY's primary
are not reached by all

76% of TRUE STORY's primary
are not reached by all

74% of TRUE STORY's primary
are not reached by all

Yet the kind of people who read True Story have

Source: Computed from Storch, Sept. 1954

Wage-earners have more real money to spend than any other group! Look at these eye-opening charts:

All families with
incomes over \$5,000



All families with
\$3,000-\$5,000 income



Annual Discretionary
Spending Power



Discretionary Spending Power is the key to the wage earner market. After the fixed living expenses have been accounted for, the remaining income can be spent at the "discretion" of the family for—improved standards of living, luxuries, etc. Even as far back as 1952, this loose money amounted to 80 billion dollars and wage earners had two-thirds of it all!

miss 1955's best customers!

households

four women's service magazines combined!

The biggest of these women's magazines reaches only 1 out of 10!

households

four big weeklies combined!

The biggest of these weeklies reaches only 1 out of 14!

households

four top store magazines combined!

The biggest of these store magazines reaches only 1 out of 8!

the most "loose money" to spend for APPLIANCES.

TRUE STORY'S EDITORIAL FORMULA IS TAILORED TO WAGE EARNER NEEDS

TRUE STORY'S carefully developed editorial formula gives its readers the kind of help and entertainment they want — and can't find in the editorial formula of other magazines. For these millions of women have little interest in, and largely reject, the more sophisticated ways of "white collar" magazines. They're just "folks."

That's why TRUE STORY and other "family behavior" magazines provide the only way to reach this huge market effectively.

INFORMATIVE WAGE EARNER MARKET STUDIES ARE AVAILABLE

For over 35 years, TRUE STORY'S Research Staff has studied, analyzed and accumulated vital facts about the motivations and changed economic status of this largest social class.

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FOR TRUE UNDUPLICATED COVERAGE USE...

True Story

**THE SERVICE MAGAZINE
WAGE EARNER FAMILIES READ**

Only
rescent
Offers You This
Complete
Phono-Recorder Line!

Everything you need
from one manufacturer
to trade up from low-end
to top models in easy
stages...without moving
from brand to brand!



Model 2601

7 PHONOGRAPHS

Model 2601 Hi-Fi Portable—A super engineered luggage type phono with console hi-fi volume.

Model 601 "INTERMIX" Portable—A smartly styled portable with the only record changer that does not require "stacking".

Model 1601 3-Speed Portable—A quality model portable phono with 6" speaker. Fine for rumpus room use.

Model 1600 Table Top—An excellent utility type phono with "INTERMIX" changer. Suitable for any room in the house.

Model 600 Table Top—A good quality service phonograph with 3-speed, non-intermix changer.

Model 604 Record Player—A high quality player with detachable speaker-mounted cover for remote control operation.

Model 1100 Record Player—A low end portable player for those who insist on an inexpensive 3-speed model.



Model 2900

3 TAPE RECORDERS

Model 2900 Hi-Fi 2-Speed—Combines full fidelity performance with renowned CRESCENT simple, easy operation. Here is a tape recorder that has everything...at a price!

Model 9037 2-Speed Recorder—A high quality tape recorder with many features of the CRESCENT Hi-Fi. Makes a perfect step-up from low end to high end models.

Model 903-907 Tape Recorder—The famous CRESCENT \$99.50 recorder that is truly a low end leader. Out-performs many more expensive models. 3 3/4 IPS or 7 1/2 IPS styles.

3 NEW 45 RPM MODELS

Model 453 Portable Phono—A beautiful, lightweight, portable phonograph made only by CRESCENT. A "must" for anyone selling phono's.

Model 452 Table Phono—A favorite anywhere! Has 3-tube amplifier and 4" x 6" speaker. Should be in every retail appliance store.

Model 451 Plug-in Changer—Another "must" for record shops! Has same 45 RPM mechanism as other CRESCENT models... comes complete with A.C. cord & plug and phono cable and plug assembly.



Model 453

SEE US
AT THE SHOW!
Room 14107
Merchandise Mart
Chicago

JOBBERS! DEALERS! Never before have you been able to get a complete line of 3-speed, and 45 RPM phonos and record changers and medium price tape recorders all from one source! Here's your chance to fill all your requirements through one nationally known manufacturer who also can supply you with mechanisms as well as proper accessories.

Write for full information! 3-color catalog pages, descriptive envelope stuffers and a complete "package" of merchandising aids are available!

CRESCENT INDUSTRIES, INC., 5900 West Touhy Avenue, Chicago 31, Illinois

Water Conditioners

—CONTINUED FROM PAGE 225—

ice is usually to bypass a price situation. Those who sell service maintain it is equally cheap as owning. Salt costs 85¢ a bag, \$11.25 a year, and corrosion cuts the life of a water softener to ten years, a depreciation of \$25 a year on a \$250 unit. Rental firms claim it costs \$36 a year for water service against \$36.25 for owner operated jobs. Rule of thumb is: If the water is quite hard, it is cheaper to own one. In low one. In low grain areas, it may be grain areas, it may be best to buy service. Appearance of long life plastic tanks may change this ratio.

In closing a deal, where there is much competition, the dealer is often guilty of selling too small a unit to meet a price. This requires too frequent regeneration to be satisfactory. It is essential to know how much wa-

When an electrical dealer has a sound business it usually means he doesn't talk too much.

ter a prospect uses, then prescribe a size which will take care of the job, at a cost from \$170 to \$300. Typical purchase consists of a dry salt single tank, 40,000 grains capacity.

Appliance Industry Pushing Business

Pressure is being exerted by manufacturers of domestic laundry equipment to hurry along the sale of water softeners. For the automatic washer is crippled in hard water areas, as the spin dry rinse buries in the fabrics the curds that hard water forms with soap. If soap is used, soft water is necessary. The customer is advised either to put in a water softener or switch to detergents, which operate satisfactorily in hard water.

There are about 115 firms making water conditioners for the domestic market, and of these six are principally service organizations. About 33 companies do 80 percent of the business, with peaks in March and October.

The Water Conditioning Foundation, 39 South LaSalle St., Chicago, of which John Hosford is executive secretary, states that water conditioners did a \$75 million business in 1954, a gain over the previous year's \$64,687,500. End



"I COMBED IT THIS WAY. I'VE SOLD NINE ELECTRIC FANS, IN THE LAST HOUR."

Holliwood

1ST IN '54 WITH THE

CLOCK

TIMER ROTISSERIE

NOW! *Holliwood* FIRST AGAIN IN '55
with the most Revolutionary Development
in the industry!



when you sell a Holliwood you sell the best!



See it FIRST at
BOOTH 360-362
HOUSEWARES SHOW
Navy Pier, Chicago
January 13 to 20

COMPLETE PRICE PROTECTION
FOR YOU... BECAUSE *Holliwood*
IS FAIR TRADED AS ALWAYS!

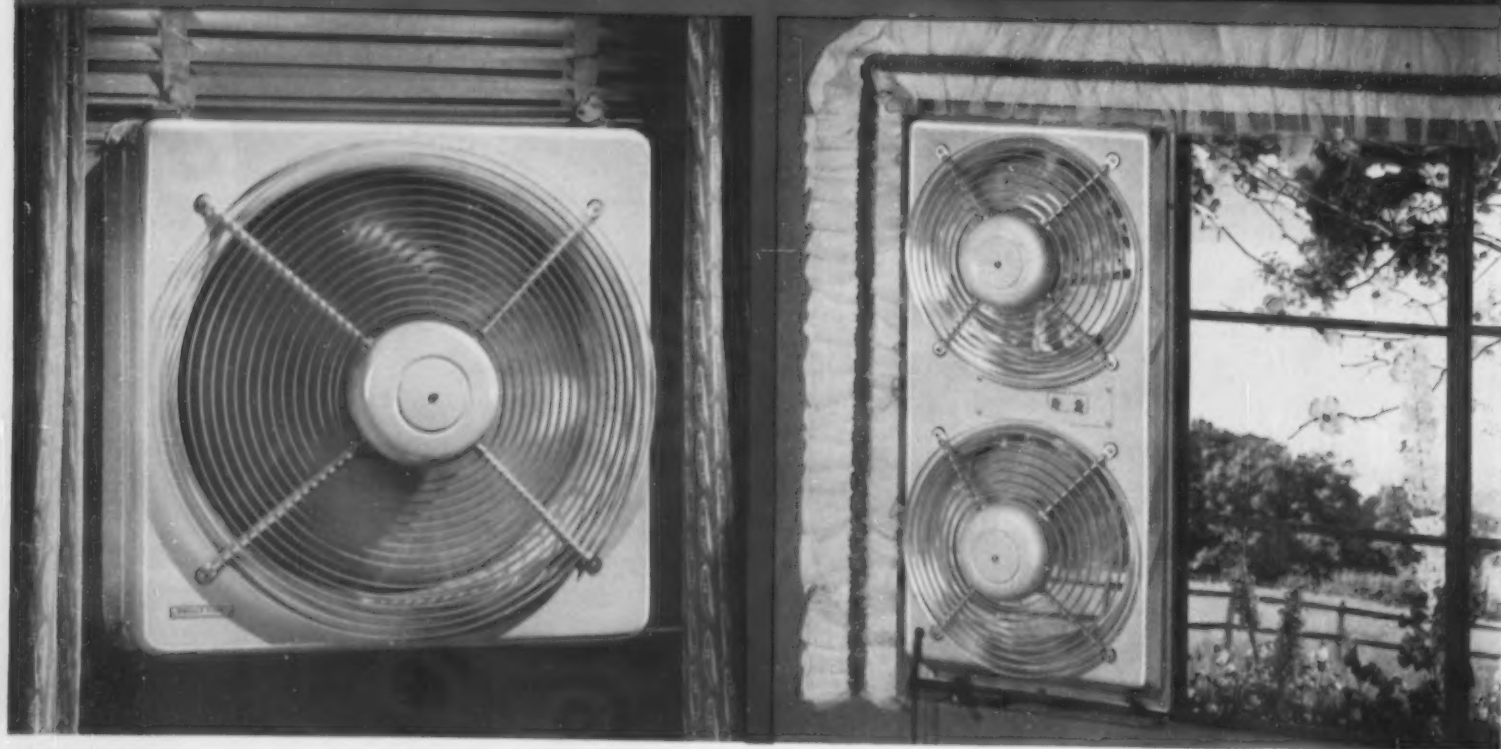
You Get:
FULL MARK-UP! MORE PROFIT!
NO PRICE CUTTING COMPETITION!

and Holliwood Backs
You Up with Powerful,
"Hard-Sell" National
and Cooperative Adver-
tising... Dealer. Helps
Promotional Material.

**FINDERS
MANUFACTURING CO.**
3669 South Michigan Avenue
Chicago 15, Illinois



...the quality that customers



Cash in on 58 years of Robbins & Myers quality remember, long after price is forgotten!

\$54⁹⁵ retail

NEW HASSOCK FAN

A glance tells you... nothing here is borrowed from the past! Here's striking, clean-cut, *modern* design, sure to attract—and sell! Big 12" blades lift cool air from the floor, provide full 360° circulation. Recessed 3-speed switch on top. Styrene grille is super-safe where children play; has 4 interchangeable sections. When used as stool or table, weight is supported by steel frame. Guaranteed 5 years.

New Low Prices!

18", \$59⁹⁵ retail

22", \$79⁹⁵ retail

REVERSIBLE WINDOW FANS

Trim beauty to attract... extra cooling power per blade size to satisfy! In minutes either of these powerful fans will have cool breezes whisking through several rooms. Quietly exhaust hot, stale air, pulling in cooling breezes. Reversed electrically, they circulate fresh air. Two speeds, both intake and exhaust. Silver gray. Adjustable mounting panels. Install with a screw-driver. Guaranteed 5 years.

Only!

\$78⁰⁵ retail

CASEMENT WINDOW FAN

You'll find a waiting market for this beauty! It's tailor-made for homes equipped with casement windows—the perfect answer to a long-felt need. Twin 12" fans force stuffy air out, pull cool air in. Reverse electrically to circulate fresh air. Two speeds, intake and exhaust. Silver gray. Fits standard 3-light casement window. Panel available for 4-light. Guaranteed 5 years.

NO SERVICE PROBLEMS TO WHITTLE AWAY YOUR PROFITS

... LAST SEASON R & M RETURNS WERE LESS THAN 1/2 OF 1%

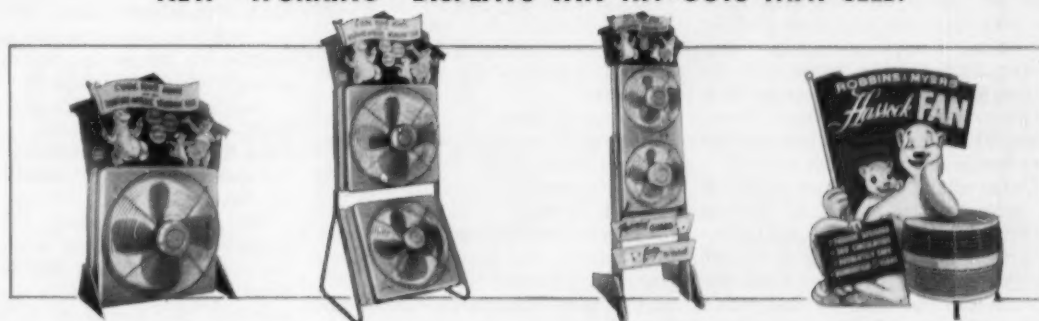
Why settle for less? Sure, people like to think they're getting a "bargain." But it's the cooling power and the *durability* of the fans they buy that create a good or bad impression of your store! Look beyond price come-ons, and you'll identify yourself with Robbins & Myers—the line with consumer acceptance—the line that *stays sold* and makes friends for you.

Last season R & M returns were *less than 1/2 of 1%*! Think of that—no service problems

to whittle away your profits! You keep every dollar you ring up.

You'll need a good healthy stock to meet the demand! Throughout the fan season, powerful ads will pre-sell prime prospects through the Saturday Evening Post, American Home, Home Modernizing, and other popular magazines directed to home owners. Don't wait, and be caught short! Order now, and take advantage of pre-season discounts!

NEW "WORKING" DISPLAYS WIN TRY-OUTS THAT SELL!



Counter Display

A great attention-getter for the 18" window fan. Legs and top card fasten to fan itself. With fan in place, it's 45" high, 38 1/2" wide, 14 1/2" deep. Ask your distributor for R-D25.

Dual Floor Display

Holds both 18" and 22" window fans—invites customers to test. Polished aluminum tubing; colorful Masonite boards. 78 1/2" high, 34" wide. Order R-DC25/34.

Casement Fan Display

Customers waiting their turn, or just browsing, can't miss it! Tempts people to test fan on display. Sturdy wooden frame; colorful Masonite boards. Height, 63 1/4". Order R-D1253.

New Hassock Display

That R & M Polar Bear is a mighty "cool" salesman! Depend on him to stir up a lot of interest in the new hassock fan. Colorful board rests on top of fan. Height, 40". Order R-DF55.

A FAN FOR EVERY VENTILATING NEED!

ASK YOUR DISTRIBUTOR FOR THE NEW FULL-LINE CATALOG!

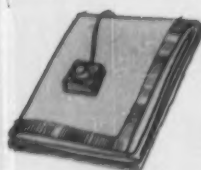
A colorful new catalog to help you sell! 16 full-color pages of fans for every need, every purse. Table and pedestal models, window fans, ceil-

ing, attic and exhaust fans, air circulators. Keep this silent salesman handy to help customers sell themselves on this most complete selection!



ROBBINS & MYERS FANS for 1955

Robbins & Myers, Inc., EM15, Fan Division, 387 So. Front St., Memphis 2, Tenn.



UP 11%



DOWN 4%



UP 37%



DOWN 10%



DOWN 13%

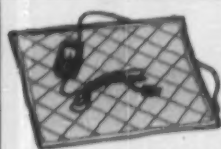


DOWN 28%



DOWN 9%

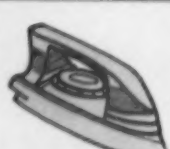
Electric Housewares



DOWN 11%



UP 2%



DOWN 16%



UP 3%



DOWN 11%



UP 13%



DOWN 2%



DOWN 39%

Despite second-half pickup and popularity of some new items, sales decline 7.1 percent to give housewares industry most nearly normal year since 1947

THE electric housewares industry did not escape the general economic uncertainty experienced in business the first half of 1954. While new records were established by a few categories (shavers, broiler-roasters, portable mixers) the general trend was one of decline, ranging from two to 40 percent compared with 1953.

Basic reason for the decline is said to be mainly because 1954 saw the end of all buying sprees, shortages, war scare promotions, etc. And while there has been no stable year since 1946 in the electric housewares industry, it is predicted that 1954 might well be looked back upon as a measuring stick for future sales budgeting since it was a year closer to normal than any we have had in the postwar era.

Dollar volume for the industry based on average retail prices (see accompanying table) aggregated \$681,409,450. Compared with 1953 this is off approximately 7.1 percent. Three appliances not included in last year's table have been added to it this year—frypan-skillets, hotcups—both of which were newly introduced in 1954; and corn poppers, on which for the first time we have been able to secure fairly complete figures.

Fans are not included. (Again this year a complete report on the fan market will appear in our February Air Conditioning and Fan issue.) No allowance has been made for such items as knife sharpeners, coffee grinders, hair dryers, food warmers, chafing dishes, vibrators, vaporizers and the many other small electric items on which we have no adequate sales data.

In former years products were ranked according to their yield for the year in dollar volume. This practice has been abandoned because the inroads made by discount houses (18 per-

cent, says Chamber of Commerce) have rendered all dollar estimates artificial.

Production and Sales

Production and sales were low the first half of the year. Many companies made drastic production cutbacks. Others, anticipating low distributor inventories, held steady production schedules into April when factory inventories began to pile up. Most distributors entered 1954 with heavier inventories than they had had at the beginning of 1953. And when these inventories were finally disposed of, they did not restock in the usual sizeable quantities.

Consumers weren't buying. Unemployment and uncertainty concerning a predicted recession caused a slow-up in consumer demand the first half of 1954. It wasn't until mid-year that the country switched from uncertainty to optimism, and business picked up generally. This was too late for many of the manufacturers to recover lost ground.

During the lull in production many manufacturers reviewed their activities and weeded out uneconomical items. Others used the slow period to extend their lines. It was a year of mergers. Camfield was bought by Dormeyer; General Mills Appliance Division was acquired by McGraw Electric; and Nesco bought Dulane. Some of the merging extended to non-electric items. For instance, Universal purchased Dazey can opener business etc. The "do-it-yourself" craze influenced many housewares producers to add power tools to their lines.

Leading distributors view with alarm this tendency on the part of manufacturers to extend lines. They say it's a great mistake for electric housewares manufacturers to try to get into each

other's business, as for example the 24 companies now making coffeemakers.

Distribution

Business at the distributor level was generally better in 1954 than the overall manufacturers' picture. This situation is explained as follows: "Leading brand makers were not as far behind in volume as some other housewares makers. It was the strongly advertised lines that moved best at retail and wholesale. Pre-selling at consumer levels had its biggest year in 1954, they say, and there was a trend among top distributing houses to concentrate on strongly advertised products.

Another 1954 trend was the tendency of some distributors to move away from actively promoting electric housewares because of unsettled price conditions.

One distributor reports, "We have maintained our volume during 1954 and exceeded it only by accenting other types of merchandise and other activities. We intend to do so until the electric housewares market stabilizes itself. Manufacturers' desire for more and more wholesale outlets is reaching a point where the competent, capable wholesaler will turn to other outlets to maintain profits. Unless there is some control of wholesale distribution, the industry may go back to the 30's when small appliances were mere sidelines."

Inventories

At the close of 1954 inventories at dealer and distributor levels are much lower than they were the previous year. Retailers continue to operate close to the board. Distributors are not restocking in large quantities. The result is that warehousing has fallen back into the manufacturers' lap. In spite of this

no shortages existed going into 1955. Temporarily some popular brands may have been hard to get, but there are plenty of other brands of the same item to take the place of the scarce product. In other words, 1954 was not a sellout year.

Discount Selling

Publicity given discount selling and price cutting by leading national consumer magazines, and the publicity in the trade press has focused the attention of the trade on one of the ills in business brought about by over-production and over-distribution, say some manufacturers. This has had a significant effect in reducing the number of retail outlets for electric housewares. Many dealers, rather than attempt to overcome price competition by more intelligent merchandising methods, have followed the line of least resistance, they say, and decided to give up what once was a profitable business. The trend to give up housewares by retailers and distributors alike, it is believed by some manufacturers, is one of the main causes for reduction in volume experienced by the industry this year.

This national publicity, it is also believed, has been instrumental in bringing this problem to such focus that the Federal Trade Commission and several other branches of government are studying the problem. This year, it is predicted, will make or break the future of discount houses.

Outlets

Types of outlets doing the best business in housewares varies geographically. Specialty dealers, department stores, hardware stores and credit jewelers is the usual order reported. However, in the Far West and some

midwestern states the credit jeweler is reported passing other outlets and accounting for 35 percent and up of the business. Utilities in areas where they merchandise are also good volume producers.

New Products

The electric frypan-skillet introduced early in 1954 captured the imagination of the industry, and 1955 will see all leading brand makers introducing an automatic frypan or skillet.

Predictions

As usual, predictions for 1955 range all the way from the cautious, "Going to be more competitive—have to do a better merchandising job to get our share at all levels" to the extremely optimistic, "1955 will be the best year since 1952!"

In between we have the fellow who says "the market will be further upset by an endless series of discontinued models, warehouse sales, special offers, and manufacturers of stable name brand items will find it increasingly

difficult to get retailers to concentrate upon promotion of their products unless there is a price or promotion to be had from the manufacturer."

Another predicts, "The marginal manufacturers are going to suffer. When they do we may have to shave prices. This could affect the entire price structure."

TOASTERS

Automatic toasters hold their own with unit sales for the year declining only two percent

Automatic toaster sales held their own in 1954, when another 2,690,000 units were sold at an average retail price of \$18.95. This is only a 4.8 percent drop from 1953 volume and more than equals 1952—the first post-war year when toaster sales levelled off to less than 3-million units.

Dollar volume for the year totalled \$50,975,000. This is 9.6 percent less

than the 1953 total of \$56,358,800.

What Happened

Toaster manufacturers operated at low capacity the early part of the year. Although 1954 is not expected by any means to be a sell-out year, toaster inventories at distributor and dealer levels are substantially lower than a year ago. Manufacturers' inventories going into the Christmas season were greater than a year ago; however, a good Christmas volume could well wind up the toaster year in very good shape, all around.

A canvas of leading electric housewares distributors reveals that automatic toasters are almost as popular as automatic coffeemakers as the second best seller of the year (steam irons in all cases being number one on the list).

A decided change in the distribution pattern is reported for 1954. Many distributors are said to have given up lines on which they could not make a profit. This is also true of the retailer. This shift, we are told, is due mainly to lack of profit and not

to any crowding by long-line manufacturers. 1954 was no year for wielding the big stick.

The credit jeweler is listed as the most progressive retail outlet, with department stores, specialty dealers, chain and hardware stores following in that order.

Prices held comparatively steady with the exception of discount selling. Successful promotions reported were all in the TV campaign category.

New Products

Because the automatic toaster is a highly saturated product (73.2 percent of the wired homes own toasters as of January 1, 1955) enterprising manufacturers have been busy improving their products in order to accelerate obsolescence. Toastmaster, for instance, introduced a new 3-slice toaster which is being received well. Proctor introduced a newly designed streamlined model with a thermostat that measures bread temperature and turns off heat when desired color is reached. Westinghouse also introduced a model with a new type element to provide uniformity and consistency in toasting. G-E presented a model with an ivory base.

Predictions

Manufacturers, distributors and dealers are all optimistic for 1955 toaster business, anticipating a continuing demand that will equal if not exceed 1954 volume.

TWO YEARS STATISTICAL SUMMARY OF ELECTRICAL HOUSEWARES

	1954		1953		Percent Change Units
	Number Sold	Retail Value	Number Sold	Retail Value	
BED COVERINGS	1,050,000	\$37,747,500	948,000	\$35,976,000	+ 10.76
BLENDERS	296,000	11,825,200	310,000	12,384,500	- 4.52
BROILERS	1,550,000	75,950,000	1,130,000	56,333,000	+37.17
CLOCKS	6,900,000	47,955,000	7,625,000	52,993,700	- 9.51
COFFEE MAKERS	3,218,000	66,253,500	3,685,000	73,515,800	-12.67
COOKER-FRYERS	1,895,000	41,500,000	2,650,000	79,500,000	-28.49
CORN POPPERS	725,000	4,168,700	—	—	—
FRYER-SKILLET	275,000	6,608,000	—	—	—
HEATERS, ELECTRIC:	1,030,000	19,262,500	1,135,000	19,330,300	- 9.25
Fan Forced & Fan Heaters	850,000	16,787,500	940,000	17,390,000	- 9.57
Non-Fan Forced*	180,000	2,475,000	195,000	1,940,300	- 7.69
HEATING PADS	1,675,000	10,887,500	1,875,000	12,281,200	-10.67
HOTCUPS	52,000	621,400	—	—	—
HOTPLATES	710,000	5,928,500	695,000	5,907,500	+ 2.16
IRONS	6,320,000	95,065,250	7,575,000	118,577,000	-16.57
Automatic	2,150,000	23,542,500	2,720,000	32,640,000	- 20.96
Steam	3,625,000	65,850,000	4,250,000	80,537,500	- 14.70
Travel	440,000	5,258,000	430,000	4,708,500	+ 2.32
Non-Automatic	105,000	414,750	175,000	691,000	- 40.00
MIXERS, FOOD	1,950,000	66,611,200	1,885,000	67,534,200	+ 3.45
Standard	1,155,000	51,108,700	1,270,000	55,880,000	- 9.06
Portable	795,000	15,502,500	615,000	11,654,200	+ 29.27
ROASTERS	350,000	13,982,500	395,000	17,380,000	-11.39
SHAVERS	3,950,000	108,625,000	3,500,000	94,500,000	+12.86
TOASTERS	3,100,000	52,594,500	3,170,000	57,721,500	- 2.21
Automatic	2,690,000	50,975,000	2,825,000	56,358,800	- 4.78
Non-Automatic	410,000	1,619,500	345,000	1,362,700	+ 18.84
WAFFLE IRONS—SAND. GRILLS	835,000	15,823,200	1,370,000	29,455,000	-39.05
TOTAL		\$681,409,450		\$733,389,700	

*1954 Includes Radiant Panel Portable

IRONS

Retailers vote steam irons "hot-test appliance of year" as iron industry piles up 6,320,000 total unit sales

The trend away from automatic dry irons to steam continued in 1954, with manufacturers sales for the entire iron industry totalling 6,220,000 units of all types, as follows:

Steam-dry irons		
3,625,000	@ \$18.07	\$65,850,000.
Automatic dry		
2,150,000	@ 10.95	23,542,500.
Travel	440,000 @ 11.95	5,258,000.
Non-automatics		
105,000	@ 3.95	414,750.
6,320,000	@ 15.04	\$95,065,250.

This is a 16.6% drop in total iron volume for 1954 compared to the 7,575,000 sold in 1953. Percentage-wise the biggest drop occurred in automatic dry iron volume, which as predicted in previous years is slated for a gradual decline, as the steam-dry iron replaces it in popularity in the home. Several manufacturers dropped plain automatics from their lines in 1954, concentrating all promotion and production activities on steam-dry models.

Steam Irons

Even though manufacturers unit sales volume of steam-dry irons for the year ran 15% under the peak year of (Continued on page 236)

introducing the new ranges by

Caloric

all-new, colorful, brilliantly designed

All-new from top to bottom, the fabulous new Caloric gas ranges are the most exciting, desirable and saleable in more than half a century of Caloric progress. And they offer dealers the greatest opportunity for substantial profits.

These sensational ranges represent a revolutionary new concept . . . maximum cooking capacity in minimum over-all dimensions.

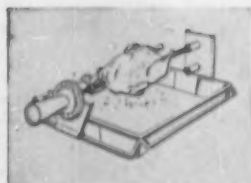
Here's new flexibility. In just three basic sizes, 24", 36", and 40", the new Caloric ranges provide an almost infinite variety of combinations. The housewife can choose an oven to suit her needs . . . either 13" "Pastry" oven, 16" full-size oven, or 20" "Harvest" oven. She can have two ovens in one range or a high-level broiler with rotisserie. She can have automatic controls, oven indicator light, "matchless" performance, four burners or six, divided or cluster top-burner arrangement.

Here's the new look in ranges. With new backguard, new angled control panel, freshly styled door panels, the new Caloric ranges have a distinctive and unusual profile.

The tasteful use of color . . . the brilliant years-ahead styling of Peter Müller-Munk Associates . . . the great new features . . . the sturdy long-lived construction . . . all these add up to one thing: You'll be years ahead with Caloric!

For complete information, contact your Caloric representative or write direct to Caloric Appliance Corporation, Topton, Pa.

with these revolutionary new features



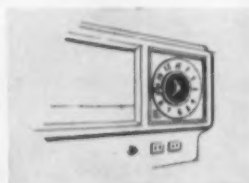
ROTO-RAY BARBEQUER . . . This new rotisserie gives barbecue broiling in your own home. No expensive extra equipment. Motor-driven spit turns meat slowly and smoothly.



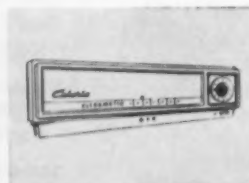
ULTRA-RAY HI-BROILER . . . The high-level broiler that eliminates unnecessary stooping. It's the ultimate in quick, radiant, infra-red cooking.



TWO OVENS . . . A modern Caloric kitchen convenience, the two-oven range is a real "must" for many housewives.



INDIRECT BACK-GUARD COLORED LIGHTING . . . Dramatic color effects to match your kitchen decorating scheme. Lighting available in frosty blue, minty green, rosy pink, cool white.



IN-A-LINE TIMER . . . Vertical marker shows at a glance how much cooking time remains. Can be set for a minute or an hour.



ANGLED CONTROL PANEL . . . Easier to see, easier to use. And the modern control knobs are recessed, can't be bumped or jogged.

fabulous



PALM SPRINGS

New 40" range. Shown here with automatic oven timer, extra-large "Harvest" oven, and Roto-Ray Barbequer. Model CPW A4AX.



SEA ISLE

New 24" range. Shown here with automatic oven timer, 20" "Harvest" oven and full-size broiler. Model CP A2AX.



WHITE SANDS

New 36" range. Shown here with automatic oven timer. Two ovens: full-size oven and "Pastry" oven. Model CPD A3AX.

you'll be years ahead with
the great new Caloric ranges

CALORIC APPLIANCE CORPORATION, TOPTON, PA.



Caloric Appliance Corp.
Dept. EM
Topton, Pa.

I would like information on your new 1955 master line of fine ranges.

Name _____
Address _____
City _____ Zone _____ State _____

ELECTRIC HOUSEWARES (continued)

1953 (4,250,000 units), the majority of wholesalers and retailers report that the steam iron was the hottest electric houseware item of the year.

It was a year of struggle and discouragement for many steam-dry iron producers, mainly because such a large percentage of the business went to a few leading brands. Only three companies report back-ordering in their production schedule at the end of the year. Most makers have plenty of steam irons on hand. In other words, at the end of 1954 there was a total availability of steam irons carried over into 1955.

The Market

Although the vast majority of wired homes are still without a steam iron, (31,540,200 or 70.4% without) it is interesting to note from a survey made by Casco of their returned guarantee cards that 18.4 percent of the irons bought were purchased by women who previously owned a steam iron. Only one out of every two steam irons purchased was bought from dealers in the city where the owner resides. This indicates the fact that catalog houses are cutting into local dealer volume.

A further analysis of the cards also revealed that steam iron retail sales go through the following outlets:

Household appliance store	29.7%
Catalog house	16.4
Jewelry	15.5
Department store	7.1
Hardware	6.3
Furniture	5.0
Drug	3.0
Club plan	3.3
Premium house	2.7
All other	11.0
	100%

Who Buys

In the same survey it was found that through most of the year 40 percent of the steam irons purchased were given as gifts. During May (Mother's Day) the figure jumped to 50 percent, and in November and December (Christmas) it soared to 75 percent.

The husband seems to have a slight edge as the most important customer when buying the steam iron as a gift, as follows:

Purchased by	% total received as gifts
Husband	43.3%
Son and/or daughter	12.7
Relative or friend	42.8

Over 86 percent of Casco steam iron owners are married; 12.8 percent are single and 1.9 percent separated or widowed.

Buying Influence

Analysis of Casco warranty cards further showed that 38 percent of the steam iron purchasers bought on recommendation of a friend or relative who was a satisfied user, as follows:

	% total reporting
Friend or relative recommendation	38.0%
Iron features	30.9
Advertising	22.0
Storekeeper recommendation	16.7

Travel Irons

Introduction of a steam travel iron by General Electric and Universal brought renewed interest to travel iron sales with the result that 440,000 units were sold in 1954. This is a 2.3% increase over 1953 unit sales (430,000 units). No breakdowns are available of steam-travel versus plain-travel iron sales for the year.

While the new steam-travel irons do a good job and can be used in the home for occasional light pressing, as well as for travel purposes, they have limited steam capacity and a limited market. They make excellent gift merchandise, and a canvas of opinion concerning the retail price of \$14.95, as compared with approximately \$18 for full size steam irons, revealed that

Although production-wise 1954 was a disappointment to the clock industry, experts in the field point out the encouraging aspect of electric clock inventory as of the end of the year. Heavy inventories, especially in lower priced models, had accumulated at the end of 1953. These inventories have been pared at all levels of distribution to very favorable proportions as plans for a "bigger than ever clock year in 1955" get under way.

Most significant development during 1954 was the general reduction in average retail prices of kitchen clocks. Three of the leaders in the field introduced new kitchen models to retail at \$3.98, thereby stimulating renewed interest in kitchen clocks. While approximately 90 percent of all electric clock business is accounted for by

ing rooms continued in 1954. However, there is no data available on actual number sold. Consumer magazines have done much to stimulate this business. And while none of the big volume producers jumped into this business in 1954, recent models introduced show a tendency toward more decorative designs. For instance, G-E's Ceramic wall clock and the Higgins Glass occasional; Telechron's Diameter wall clock and Tele-Jour desk model; Sessions' Celestial and Wrought Iron Saucer wall models; and Seth Thomas' Prestige Tole wall clock.

The Market

The market for clocks, like the market for radios, shavers and fans, is not limited one-to-a-home. A quick look at total postwar sales proves this: In the postwar years 1946 to 1954 inclusive, a total of 68,329,000 electric clocks were sold. Plotted against the 44,787,000 wired homes in the country this represents 1.5 clocks per home. This is the bare average, since many homes actually own as many as four to six clocks. For that reason, it is believed that considerably more than 50 percent of the year's volume went into replacements and additional clocks for homes already owning one rather than into homes that never before owned an electric clock.

Outlets

Department stores and specialty appliance stores are said to have moved the greatest number of clocks during the past year. Other leading electric outlets include jewelry, hardware and drug stores.

Predictions

Prospects for the electric clock industry for 1955 are extremely favorable. "With better balanced inventories at all levels, prospects seem excellent for an increase of at least 10 percent over 1954," said one leader. "With good production facilities, outstanding promotional programs, particularly at the point of sale, 1955 should be a very aggressive year," said another.

HEATERS

As interest in electric home heating increases, thermostatically controlled portable units show growth in acceptance

Interest in the use of electricity for home heating has been on the increase since 1946. The success of window-type air conditioners in the home has made people more and more indoor comfort conscious, with the result that sales of portable space heaters and of built-in units have climbed.

Electric house heating roughly falls into four classifications: (1) Auxiliary; (2) Major auxiliary; (3) Supplementary; and (4) Complete.

Under the first classification, Auxil-

(Continued on page 240)

What Distributors Think of Electric Housewares Industry

Business in 1954 at Wholesale: Business was mixed in 1954. Good, rather than bad, say the majority. "Approximately 18 percent ahead of 1953! "One of the best years!" "Only through accenting other lines was it possible to maintain volume," says another.

Inventories: Dealer inventories are lowest ever. Distributors' inventories in good shape. "No shortages." "Plenty of goods available."

Discount Selling and Price Cutting: "Publicity hasn't helped." Opinion runs about 50-50 about dealers being forced out of business because of the discount situation. Some say, "It's the bunk", others say "a lot of distributors may have to follow."

Fair Trade: Approximately 90 percent are against abolishing Fair Trade. "It would have disastrous results, particularly to manufacturers," they say. The 10 percent in favor, say "It's an artificial, unnatural way of doing business—an umbrella over one segment of industry . . . a mockery."

Trends: Strongly advertised lines were strengthened in 1954.

Price: Prices will have a slight tendency toward decreases.

Predictions: Distributors are much more optimistic about what's ahead in 1955. The consensus is, "1955 will be our greatest year."

the price is considered right. People are willing to pay a little more for a novelty and also for gift merchandise.

CLOCKS

Another 6,900,000 clocks were sold in 1954; alarms and kitchen models account for 90 percent of the unit volume

An estimated total of 6,900,000 electric clocks were sold by the industry in 1954, at an average retail price of \$6.95. While this unit volume represents a 9.5 percent drop from the previous year, it is 3.0 percent over 1952's total sales of 6,700,000 units.

alarm and kitchen clock sales combined, the kitchen volume, which lagged behind in 1953, rose in 1954 to a point where volume is almost evenly divided between the two categories. The remaining 10 percent is represented by occasional and commercial clock sales; occasional-type models outselling commercials by a moderate margin.

A partial breakdown of sales by price categories revealed that approximately 55 percent of the total unit volume retailed for less than \$5. Only 8 percent were sold for more than \$10. This leaves 37 percent of all clock sales for the year running between \$5 and \$10—at the popular prices of \$7.95 and \$8.95.

The trend toward custom-type decorative wall clocks for use in liv-

REGINA

shows its colorful new hand
at the Chicago Housewares Show!

NEW DECORATOR COLOR STYLING ON THESE

REGINA MODEL TS
POLISHER
and SCRUBBER

America's No. 1 home floor polisher now in striking two-tone pastel colors for more eye appeal, more sales appeal. Rug cleaning attachment and Reconditioning Kit optional equipment.

"The best and most beautiful thing on brushes!"



REGINA
Elektrikbroom

NEW MODEL TL

Now the lightest, fastest, easiest-to-use vacuum cleaner ever invented comes in handsome carefree colors that add real sales appeal



REGINA MODEL A

16 INCH FLOOR MACHINE

Big enough for heavy-duty, large floor cleaning... light enough to operate easily, carry comfortably.



REGINA
MODEL E HEAVY-DUTY

FLOOR MACHINE

Big 21" brush spread makes it ideal for all types of industrial, institutional and commercial floor maintenance.



See them all at the
HOUSEWARES SHOW

Navy Pier
January 13-20
Space Nos. 428-430-432

HERE'S AN ACE UP YOUR SLEEVE!

If you don't make the Chicago show, just mail this coupon for complete information.

THE REGINA CORP., Rahway 11, New Jersey

I am interested in the

- ☐ Model TS Polisher and Scrubber
- ☐ Rug Cleaning Attachment
- ☐ Elektrikbroom—new model TL
- ☐ Model A Floor Machine
- ☐ Model E Heavy-Duty Floor Machine

Please send

☐ Name and address of distributor for my territory
☐ Regina Dealer Helps

STORE NAME

ADDRESS

CITY _____ ZONE _____ STATE _____

In Canada, Switson Industries, Ltd., Welland, Ontario

"Make it a great day for Mother"...

LOOK's Mother's Day

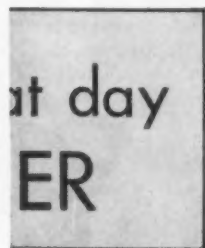


LOOK SUGGESTS:

Make it a great
day for MOTHER

.and it will be a great day for you!

Appliance Promotion



Plan now to cash in on this nation-wide appliance gift promotion, designed to make an appliance selling occasion of Mother's Day and boost sales all through your store! The theme of the promotion is "Make it a Great Day for Mother"... and it's brought to you by LOOK, whose seasonal promotions have become national events in the food, automotive, drug and menswear fields.

LOOK will give you free a complete, coordinated merchandising kit. It will consist of sales-sparking display material to start merchandise moving off your floor. With LOOK's kit, you'll create a store-wide selling climate for all brands in all categories of products... everything mother needs or wants to make her housekeeping easier. Also in the kit will be ad suggestions, radio-TV commercials, and practical window and interior display ideas. The whole package is designed as you personally might design it to produce real sales results.

You're sure to win. LOOK's Mother's Day Promotion is a natural. *Make it a great day for mother... and it will be a great day for you.* So act now. Requests for tie-in material will be honored on a first-come, first-served basis.

LOOK

moves merchandise FAST!

*mail today
or
wire collect*

B. D. Lee, LOOK Appliance Merchandising
Mgr., 488 Madison Ave., New York 22, N. Y.

*I want to tie in with LOOK's Mother's Day
promotion. Please send free tie-in materials.*

Name.....

Firm Name

Address.....

City..... State.....

ELECTRIC HOUSEWARES (continued)

itary, falls the portable, 115-volt, plug-in space heaters referred to in the trade as "over-the-counter" merchandise.

Major auxiliaries, the second classification, include 115-220 volt built-in units for bathroom and other areas. They are capable of heating entire rooms or parts of the home during short periods, particularly during spring and fall when it isn't necessary to heat an entire house for comfort. This type heater is sold mainly by electrical contractors since most of them call for installation.

Supplementary heaters, the third classification, are the larger wattage heaters used to supplement existing central heating systems, and for providing heat for rooms that have been added onto a house.

Complete, the fourth category, are units capable of heating an entire home.

Interesting Developments

In the portable space heater business the acceptance of the thermostatically controlled, fan-forced heaters was considered the most significant development in 1954. It is predicted that within the next few years, fan-forced heaters without thermostats will have disappeared from the scene the way of the old bowl heater.

Another interesting development in 1954 was the continuing change of attitude on the part of electric utilities toward electric heating, as more of them start promotions to increase their load. Cited as the outstanding promotional activities of the year were those put on by the American Gas and Electric properties, which sell electric service in Virginia, West Virginia, Kentucky, Tennessee, Ohio, Indiana, and Michigan. Their promotion is being undertaken on the basis of existing rates of companies within the system—1.5 per kilowatt average; and their aim is reported to be 100,000 complete house heating installations by 1960. Other companies with similar programs are Union Electric, St. Louis; and Cleveland Electric Illuminating, Cleveland. Other companies, it is predicted will join the movement.

The Market

Geographically, the best heater markets for portable space heaters and for built-in bathroom models are California, the Southeast and Northwest, although resort areas along the eastern seaboard and around Chicago are reported doing a good business—especially in built-in, recessed wall models for motels, summer resort houses and to prolong the use of summer homes into the spring and fall.

The best markets for complete heating exists in the Pacific Coast area, the Tennessee Valley, and areas served by promoting utilities.

The Weather

Weather is always a factor in heater sales of all types. Unlike fans, however, heaters are purchased with the knowledge that sooner or later the weather will grow cold and when it does the heater is badly needed. However, the

first cold snap usually shows a sudden jump in sales. A cold September, October and November increases sales considerably. However, nationally this was not a particularly cold fall, and the real volume is said to have gotten off to a late start.

Inventory and Outlets

Inventory of portable space heaters at distributor and dealer levels is believed to be low. Dealers are buying in smaller quantities, but more frequently.

Catalog houses, club plans, supermarkets and department stores move the bulk of the portable, over-the-counter heaters, whereas electrical contractors and contractor dealers continue to be most popular sales outlets for models requiring installation.

Predictions

The general feeling in the industry is that electric heating in all its categories is coming into its own, and that total sales will be steadily increased. Auxiliary and supplementary uses of electric space heating, which represents about 80 percent of the heater market will maintain this ratio for the next few years, however, complete home heating will continue to grow, especially in areas where the utilities are behind it.

BROILER-ROTISSERIES

Broiler-roisseries lead in percent of unit sales growth in spite of disturbed marketing conditions

Again in 1954 broiler-roisseries outperformed all former records. Manufacturers sales zoomed from 1,130,000 units in 1953 to 1,550,000 units in 1954. This is a 37.17 percent increase.

In the past year Peerless Mfg. Co., (Broil Quik), Jay Broiler Co., (Roto-Broil, and Marlun (Black Angus) emerged as the largest producers of this product. Broil Quik and a Roto-Broil, in particular, made a vigorous bid for national distribution. They are reported as having spent fabulous sums in advertising in national magazines, radio and TV spots. They also engaged in strong demonstrations with liberal cooperative advertising programs, (50-50 with the retailer) at the retail level.

In 1954 retailers in newly opened territories welcomed the broiler-roisseries as one of the most exciting appliances of the year. They eagerly participated in the cooperative programs and enjoyed the resulting store traffic. Consumer response in all areas is reported as equally enthusiastic. However, from each area comes reports that as soon as the first big rush was over, price wars were staged, with no regard for what they would do to the retail and wholesale structure of the business. Prices were slashed indiscriminately and retailers found themselves in the unenviable position of having to refund most of their profits to irate customers.

As a result, although top makers say they have hundreds of distributors covering the East, Midwest, West and the deep South, leading electric housewares distributors are not numbered among them. These distributors regretfully admit the desirability of broiler-roisseries as a product with terrific consumer acceptance, but they cannot afford to get into the business until price structures become more stable.

Indications that this day of stabilization in the broiler-roisseries business may arrive include the fact that leaders in the field are taking over more and more of the manufacturing processes necessary to produce these products. Peerless, for instance recently acquired larger manufacturing facilities. Efforts are being made generally to produce a better product and at the same time cut production costs. Jay Broiler and Marlun are said to be similarly engaged.

Outlets

The largest portion of the business was done in the Metropolitan New York area. Chicago, Dallas, Pittsburgh, Cleveland, Detroit and Los Angeles also account for a good proportion of the business. The average retail price for a combination unit is nationally advertised at \$79.95, however, the product actually retails for much less. The bulk of sales still go through discount house channels, and many loss-leader houses advertised \$54.95 models for as low as \$19.95 throughout the year.

New Models

Outstanding features of models introduced in 1954 include rod-type elements; longer, deeper roisseries and broiling areas; multiple heat controls; timers; extra baking accessories such as the Bake-A-Tray and a device for popping corn.

Westinghouse enters the field in 1955 with a roisseries attachment for use with their roaster-oven. The roisseries unit can also be used separately as a single purpose unit.

BLENDERS

Intensive promotions and a better year generally predicted for blenders in 1955

Blenders barely held their own in 1954. Manufacturers' sales for the year totalled approximately 296,000 units. This is only 14,000 units less than the 1953 unit volume and represents a five percent drop.

In the past seven post-war years that blender manufacturers have been trying to put across this product as a multi-purpose home use appliance, rather than the original one of a beverage mixer, blender volume has lagged behind other new housewares items. Less than two-million units have been sold. This leaves a market of over 42-million wired homes without blenders.

While this represents a good un-

saturated market, to date it has been a difficult and an expensive one to develop. While steam irons, coffee-makers, portable mixers and other housewares have been forging ahead, blenders have run into tough sledding. In 1954, for instance, greater advertising and sales promotion efforts were engaged in by leading blender producers on a national scale. However, reports come from the field that the minute promotions ceased the item stopped moving at retail. It was particularly disheartening to distributors and dealers.

Two things are indicated to remedy this situation: (1) a need for continuous high pressure promotional efforts, (demonstrations on television would undoubtedly be the shortest cut to getting blender acceptance in the home for such uses as pureeing soups, light beating and whipping jobs, blending of custard ingredients, fruit and milk drinks, and for baby food preparation); (2) a re-examination of present price structures.

One large wholesaler sums up the blender situation as follows: "Blender suppliers are pricing themselves right out of the market. A \$33 retail price is too high to reach the mass market. To get general acceptance for the blender as a home-use product and as a popular gift item, the list price should be brought within a radius of popular prices that help move large volumes of housewares items (\$14.95, \$19.95, \$27.95 and \$29.95)." If the decision is made to maintain the \$33 price structure then large scale national advertising and promotional spending will be required.

New Products

New styling and better design was the keynote of 1954 models. Oster introduced a deluxe model featuring a 2-speed motor, a non-spill ingredient-adder top, among many other improvements. Waring added copper and brass models designed to fit into modern kitchen, den and recreation room decor. Newly designed blades for chopping nuts, grinding coffee, shredding vegetables are other features found in many 1954 models.

Predictions

Leading makers say 1955 will bring additional model improvements, more intensive promotions, and a better year for blenders generally. There are some straws in the wind to indicate that large scale spending to really put the blender on the map may be forthcoming.

MIXERS

Unit sales of standard mixers off nine percent from previous year; portables, on the other hand, show an increase of 29 percent

The mixer industry had an off year in 1954. This was especially true of the standard type mixer. In the first four months of the year manufacturers

(Continued on page 245)

Keep Cool



and Collect with

Dominion's

Big New 1955

FAN LINE

Dominion Sets

with 1955's most profitable,

- ★ 12 Exciting New Models
- ★ 1-Year Replacement Warranty
- ★ Powerful National Advertising
- ★ Effective New Sales Helps



Replacement Warranty On Every Fan

Dominion Electric Corporation warrants to the purchaser of any 1955 model Dominion Fan, that Dominion will replace "Free of Charge" any 1955 model Dominion Fan or part that proves defective due to material or workmanship within one year from the date of original purchase for use. This warranty does not apply to damage resulting from accident, alteration, misuse or abuse. To obtain replacement, this fan or part should be returned to the dealer from whom it was purchased, or should be sent, charges prepaid, to Warranty Service Department, Dominion Electric Corporation, Mansfield, Ohio.



Every Dominion Ventilator
and Fan carries this famous
1-Year Replacement Warranty



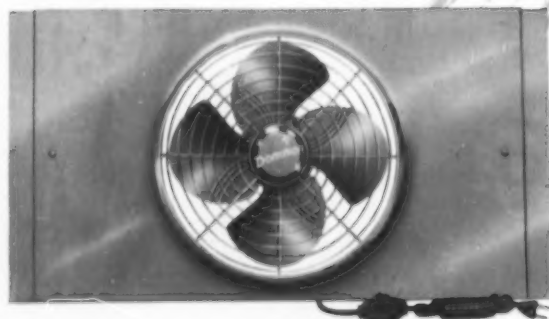
New 20" Reversible Ventilator

- Fast, multi-room cooling
- Two-speed, 3300 c.f.m.
- Fully adjustable, easily reversed
- Model 2053—Retail \$39.95-40.95*



New 16" Reversible Ventilator

- Cools average room in less than one minute
- Two-speed, 2000 c.f.m.
- Fully adjustable, easily reversed
- Model 2052—Retail \$29.95-30.95*



New 12" Reversible Ventilator

- Compact breeze-maker
- 1200 c.f.m.
- Fully adjustable, easily reversed
- Model 2051—Retail \$22.95-23.95*



New "Twin 1500" Ventilator

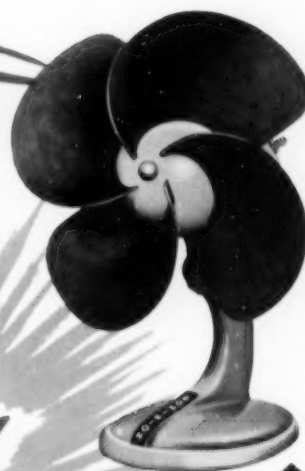
- Double duty, double cooling
- 1500 c.f.m.
- Three adjustable end panels
- Model 2050—Retail \$17.95-18.95*

*Prices Denver and West

the Pace

popular priced fan line!

Dominion's got the line of brand new ventilators and fans to keep your customers *cool* and help you *collect* bigger hot weather profits. Get your order in now and get on the Dominion Fan Wagon for steady store traffic and faster turnover!

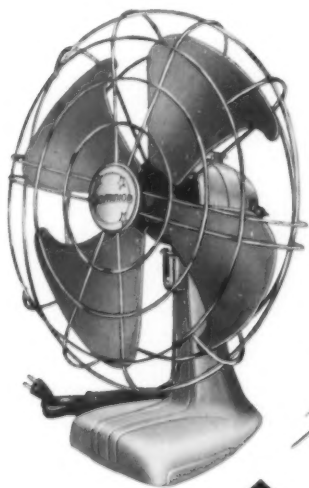


New "Safe-T-Breeze" 10" Rubber Blade Fan

- Exclusive with Dominion
- 850 c.f.m.
- Safe for children
- Model 2025—
- Retail \$19.95-20.95*



EXCLUSIVE NEW RUBBER BLADE OSCILLATOR

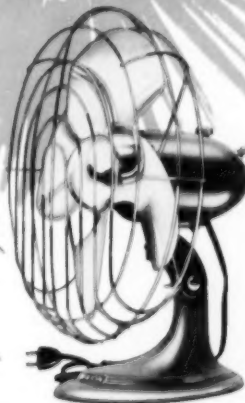


New 16" Oscillator

- Three-speed, 1800 c.f.m.
- Model 2030—
- Retail \$36.95-37.95*



EXCITING NEW TABLE and WALL FANS



New 12" 2-Speed Oscillator

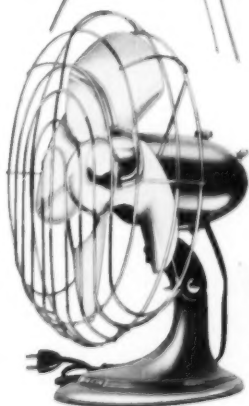
- 1200 c.f.m.
- Model 2020—
- Retail \$22.95-23.95*



New 10" Oscillator

- 650 c.f.m.
- Model 2012—
- Retail \$15.95-16.95*

All Dominion oscillating fans have safety clutch and are easily adjustable for wall mounting.



New 12" Oscillator

- One-speed, 1200 c.f.m.
- Model 2015—
- Retail \$19.95-20.95*

New 8" Stationary

- 350 c.f.m.
- Model 2004—
- Retail \$5.95-6.95*



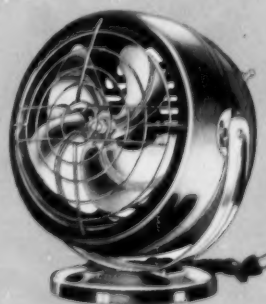
Prices subject to change without notice.

NEW POPULAR ALL-PURPOSE FANS



New Large All-Purpose Fan

- Directional control of air stream from 10° below horizontal to vertical • Aerodynamic design • Two-speed • Use as table or floor circulator • Model 2024—Retail \$21.95-22.95*



New All-Purpose Fan

- Rotates a full 360°
- New aerodynamic design
- Model 2005—
- Retail \$12.95-13.95*

TURN THIS PAGE

for Dominion pace-setting consumer advertising and sales promotion program designed for you!



*Prices Denver and West



Dominion
TRADE MARK

makes your selling a BREEZE!

**...with this hard-hitting program of
national advertising and local sales aids**



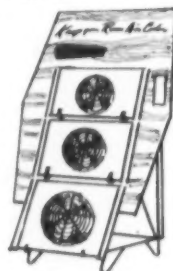
1. Powerful National Advertising

Dominion appliances are nationally advertised in leading magazines which include AMERICAN HOME, BETTER HOMES AND GARDENS, HOUSE & GARDEN, HOUSE BEAUTIFUL, GOOD HOUSEKEEPING, and LIVING . . . and on top-rated TV and radio shows such as BOB CROSBY SHOW, ON YOUR ACCOUNT, THE ROAD SHOW, WELCOME TRAVELERS, QUEEN FOR A DAY, and PEOPLE ARE FUNNY.



2. Dramatic Point-of-Purchase Display

Beautiful display for your showroom accommodates 3 largest window ventilators. Stops shoppers in their tracks . . . sells plenty of Dominion fans . . . gives you fast turnover. For further details write Dominion Electric Corporation, Mansfield, Ohio.



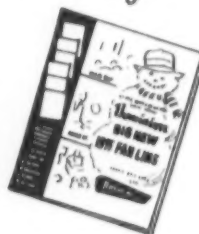
5. Newspaper Ad Mats

Increase your fan sales with a local newspaper promotion. These effective ad mats make it easy to do.



3. Consumer Catalog

Illustrates the complete line of Dominion ventilators and fans; points up sales features; contains convenient, at-a-glance specification tables.



6. Product Mats and Photos

New product ad mats and glossy photographs of all Dominion ventilators and fans to help you build your own newspaper advertisements.



4. Colorful Envelope Stuffer

New beautiful consumer hand-out or mailing piece. Provides complete details and selling features of the Dominion fan line. Makes your selling job easier.



Call your Distributor Today!

Insist On The Best — Buy

DOMINION ELECTRIC CORPORATION, Mansfield, Ohio

In Canada—Samson Dominion Limited, Toronto 2, Ontario



ELECTRIC HOUSEWARES (continued)

reported declines from 15 to 30 percent compared to the same period last year. Production was cut back sharply, and when the upswing occurred in July and August it was too late to make up all the losses.

In comparing unit sales of mixers in 1954 with 1953, it should be remembered that in the first quarter of 1953 manufacturers were replenishing inventories, whereas early 1954 found plenty of mixers available at all levels.

In spite of all this, an estimated 1,155,000 standard mixers were sold, at an average retail value of approximately \$44.25. In addition 795,000 portable units at an average retail value of \$19.50 were also sold.

As pointed out last year, the mixer industry has enjoyed a high yearly sales volume during the postwar years. Mixers at the end of 1954 reached an overall saturation of 33.7 percent of the 44,787,000 wired in the country. Consequently, some of the decline in volume could have been a normal lessening of consumer demand, caused by the fact that more than 15-million standard mixers have been sold in the postwar years 1946-1954 inclusive. Figuring average life of a standard mixer at 10 to 15 years, these 15-odd million mixers won't be due for replacement for another five to 10 years.

The Market

The levelling off of mixer sales which occurred in 1953 and 1954 doesn't mean there will not be a continuing demand for this product each year. As a matter of fact, the latest Daniel Starch Index of Intent to Buy In the Next 12 Months shows an increase from 2.8 percent in 1953 to 3 percent in 1954. Consumer magazine readership studies equal, (Better Homes and Gardens 3 percent) or exceed, (McCall's 4.6 percent) this figure. For comparative purposes we list below how some other items fared in the Starch survey:

Index of Buying Intent—Next 12 Months % of sample households	
New automobiles	9.8%
Clothes dryers	2.0
Dishwashers	0.6
Food mixers	3.0
Freezers	2.2
Electric irons	2.0
Electric steam-iron	3.0

A study of one manufacturer's returned user cards disclosed that 58 percent of the standard mixer users live in city homes; 23 percent in apartments and 12 percent in farm homes. Over one-half of the purchasers procured one or more attachments at the time of initial purchase, and within a year approximately 80-90 percent had purchased a food chopper attachment, one of the most popular mixer attachments.

Price

Although several wholesalers suggest that standard mixer sales would improve if the price at retail were adjusted to a more realistic figure, no reduction in suggested retail price structure of current mixers seems to

be in sight. Most manufacturers are looking forward to higher dollar volume through accessories such as the new aluminum bowls announced by KitchenAid, and through the introduction of high-priced chrome models (Dormeyer and Universal).

Outlets

The best standard mixer outlets were (1) appliance specialists, (2) promotional jewelers, (3) catalog houses.

Portable Mixers

While standard mixer unit volume was down in 1954, reports from all sections of the country reveal that portable mixers sold better at all levels than did the standard models. Two manufacturers, both makers of both types, even went so far as to predict that industry sales of portables will soon equal and surpass that of large mixers. Others are of the opinion 1954 losses are just the normal reflection of the unstable economic climate that prevailed in the first six months of the year, and that standard mixer volume in 1955 will show substantial pluses.

In any event, mixer manufacturers seem to be in agreement on one fact at least: That manufacturers and distributors alike have been order-taking since 1948. In 1955, with shortages and scarcities a thing of the past, the market will be tough; competition will be keen at all levels.

COOKER-FRYERS

Meteoric rise of cooker-fryers slows as popular demand reaches a plateau

The bottom dropped out of the cooker-fryer market in 1954. Sales deteriorated at all levels. What happened to the fryer in 1954 was more than a normal decline felt in a year of general industry adjustment. From all sections of the country we have reports that popular demand suddenly ceased.

In the four previous years (1950 to 1953 inclusive) yearly sales jumped from 500,000 units in 1950 to over 2½-million in 1953. Approximately 5½-million units were sold, and a wired home saturation of 9.0 percent was reached. This is unusual for any appliance in so short a period. It is higher than such well established products as ironers, dryers, dishwashers, blankets and roasters.

More than half of the first 5½-million units sold were for deep-fat frying only. To extend the market (deep-frying is a type of cookery not popular in every section of the country) and to extend its use value, manufacturers changed the design of the product. Multi-purpose models were introduced starting in the fall of 1952. These combination cooker-fryers had larger capacities, easier-to-clean interiors, and thermostats with wider range of heat control. With the new models it was possible to cook a pudding at "sim-

mer", a pot roast at "medium" or deep-fry or roast at "high." Retail prices were increased. The trend was toward all-purpose cooker-fryers, and a bright future was predicted by the industry. Many new manufacturers entered the field and competition sharpened to the point where one bellwether of the industry dropped out.

What's Ahead

Today opinion concerning the future of the cooker-fryer business is divided. Some say it has only reached a natural plateau, and that 1955 will see a renewed interest. One observer who has every confidence that the fryer has a bright future says: "This product was over-emphasized in 1953, and during 1954 the industry naturally felt the outcome. It's a good product, it will continue to be a good seller in years to come, but its utility should not be overemphasized."

Another observer says, "There's nothing wrong with the fryer-cooker business that a reduction in price at retail won't cure."

Still another says, "Even electric range manufacturers have entered the field. They are competing with fryer attachments and economy cookers."

Retailers who have enjoyed great success with the fryer as a single purpose unit, especially those along the seaboard areas, say consumers don't like the idea of preparing puddings in utensils where fish and other seafood is frequently cooked in hot fat.

These differences of opinion indicate the need for a survey of how the cooker-fryer is being used in the home. It also indicates the need for consumer education on care and use of the appliance.

The end of 1954 saw lot of price cutting and dumping especially of low-priced models as several manufacturers prepared to withdraw from the field.

COFFEEMAKERS

Coffeemakers second in popular demand as unit sales top 3-million for third consecutive year

Automatic coffeemaker sales topped the 3-million mark again in 1954, and distributors and dealers across the country were unanimous in their opinion that coffeemakers were hot—second only to steam irons.

Unit sales for the year totalled 3,218,000. This is 12.7 percent decline from 1953 unit volume of 3,685,000. Dollar volume reached \$66,253,500. Average retail price advanced from \$19.95 to \$20.95, which would indicate that consumers bought higher-priced, high style merchandise.

Biggest drop in unit volume occurred in the first half of the year. It was caused partly by inventory carryovers from 1953 at retail and wholesale and partly by production cutbacks which were more or less general throughout the electric housewares industry.

In comparing production figures for early 1954 with the same period of 1953, consideration should be given the fact that the first quarter of 1953 was spent in replenishing empty pipelines.

As general business took an upward turn in the second half of the year, coffeemaker production picked up, and a large portion of the early losses were wiped out.

Trends

In 1954 the percolator type automatic took the entire play from the vacuum type automatic coffeemaker. Non-automatics faded almost entirely from view.

While several companies with uneconomical setups dropped out of the coffeemaker business in 1954, additional companies entered this already over-expanded field. New to the coffeemaker business came Duncan Hines with a rounded design and a new type drip brewing principle. General Electric, Westinghouse and Manning-Bowman re-entered, G-E with a newly designed round model, Westinghouse with a traditional cylindrical model, and Manning-Bowman with a complete line of percolators and urns in a variety of sizes. At the close of 1954 automatic coffeemaker suppliers totaled twenty-four.

Strange as it may seem, experts say the high market price of coffee during the year had no effect on the sale of automatics. The big increase in use of instant coffee, on the other hand, is looked upon as a possible future deterrent. People will still serve brewed coffee when they entertain, however, and it is here that the high-styled coffeemaker of today shines, making a strong bid for the consumer dollar especially as gifts.

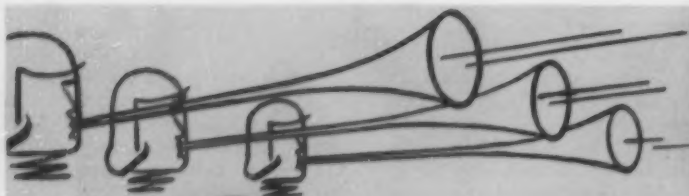
Instant Coffee Needs

Anticipating growing instant coffee user needs, many manufacturers introduced a hot-water boiler, water kettle or hotcup in the latter half of 1954. Designed primarily as gift merchandise and styled for use at the table or on a tea tray, these hotcups simplify the problem of serving such instant brews as cocoa, tea, coffee and some of the newer instant and frozen soups. They retail in the neighborhood of \$10 to \$12, and without any particularly outstanding promotion or advertising sold surprisingly well.

The Market

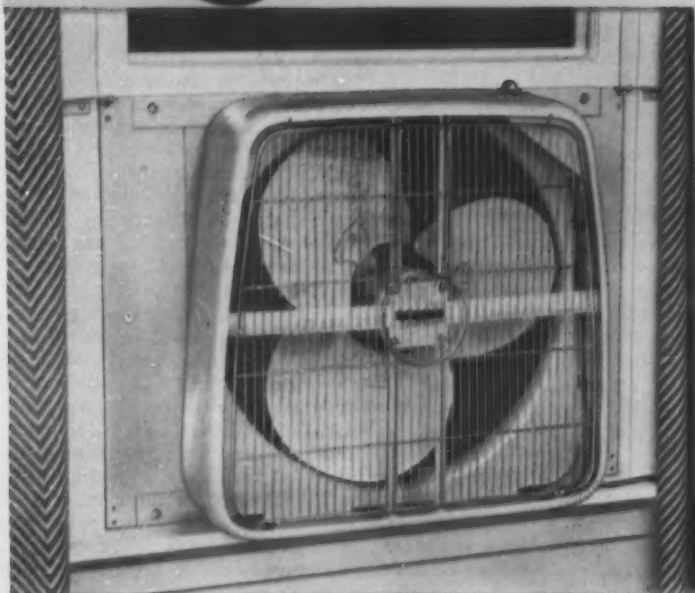
In the past eight years (1947 to 1954 inclusive) over 23-million automatic coffeemakers were sold. And while the present saturation figure shown elsewhere in this issue is listed at 12,200,000 homes with automatic coffeemakers, or 27.2 percent of the market, actually a much higher saturation of electric coffee making equipment exists. Two other types of equipment built high saturation records before the advent of the present automatic. The non-automatic electric percolator was introduced as early as 1916. Millions of percolators were

(Continued on page 248)



Arvin

NEW 20" window ventilating fan



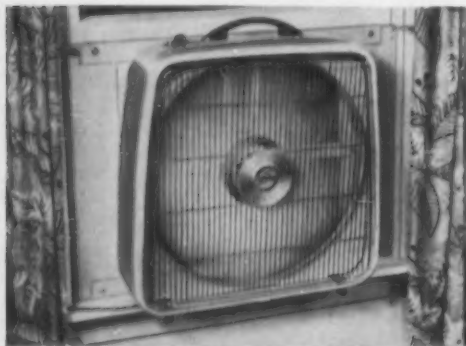
COMPLETE LOW-COST PACKAGE
includes side panels
and brackets!

Meets the modern "do-it-yourself" demand, with expanding panels any householder can install from inside the house, using just standard and Phillips-head screwdrivers. Fan has 3 electronically balanced aluminum airscoop blades, with noiseless rubber-mounted steel hubs. Quiet, weather-proof motor has vibration-free 4-point cross-brace support. 3-speed switch. Fan lifts out and reverses quickly for intake or exhaust; safety grille can be used on either side. 8-ft. rubber cord. Gray enamel finish.

Model 7520 **\$49⁹⁵**

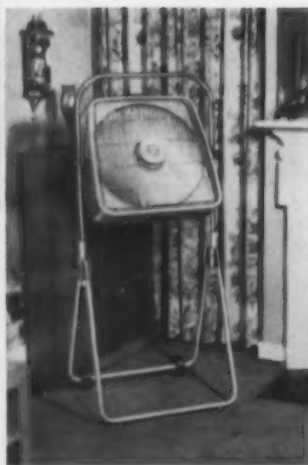
NEW 20" de luxe portable fan

FOR WINDOW OR INSIDE USE—For real luxury at a budget price, you can't touch this 20" de luxe model. Perfect for window exhaust or intake, and readily portable for use anywhere there's an electric outlet. Weighs only 27 lbs. Has all the engineering and operating advantages of Window Model 7520, plus nickel-and-chrome safety grilles front and back, carrying handle, and two full-depth suction type rubber feet to keep fan always steady, avoid scratching.



WINDOW SIDE PANELS FOR MODEL 7620
"Do-it-yourself" expanding panels fit any double-hung frame window sash 30" to 40" wide. Installs from inside room with screwdrivers. Finished to match fan. **Model 601, \$5.00.**

PORTABLE PEDESTAL FOR MODEL 7620
Sturdy, lightweight, vertically adjustable. Chrome steel tubing above, gray enamel below. Large rubber wheels. Fan rotates through 360° to any desired angle. **Model 602, \$19.95.**



Model 7620
\$49⁹⁵



Electric Housewares Division,

fanfare for '55

The most popular sizes
at the most salable prices!

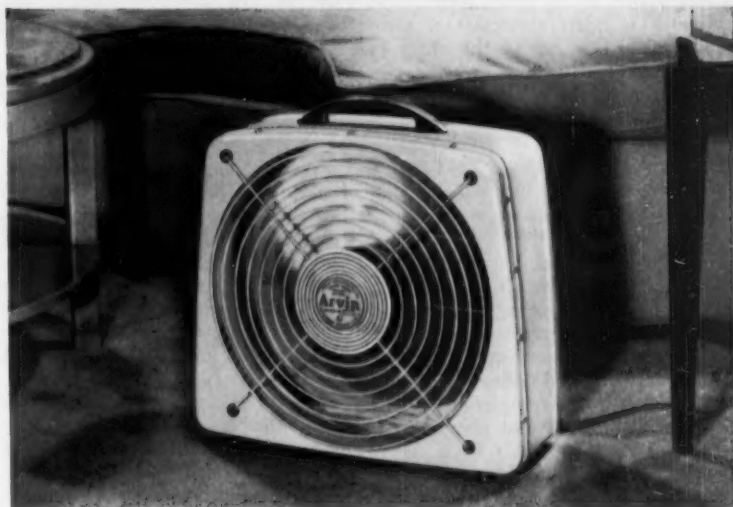
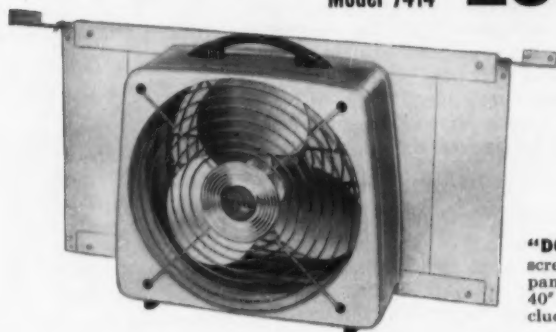
Portable 14" window or floor fan



2 SPEEDS—AMAZINGLY EFFICIENT!

This is the famous Arvin fan that sold itself completely out of the market last year—with a demand far and away beyond the supply! Used for window exhaust or intake, or as a floor or table fan. Electronically balanced aluminum air-scoop blades. Weatherproof induction motor, no radio or TV interference. Safety grille front and back. 2-speed switch. Carrying handle. Full-depth rubber suction feet prevent creeping and scratching. Gray enamel finish. 8-ft. rubber cord.

\$28⁹⁵
Model 7414



"DO-IT-YOURSELF" PANELS FOR MODEL 7414—Anybody with a screwdriver can make a window unit out of Model 7414 with these expanding metal panels, fitting any double-hung frame window sash 30" to 40" wide. Finished in pearl gray to match fan. Mounting brackets included. May be used on most prefabricated windows. **Model 614, \$5.99.**

THESE ARVIN FEATURES HELP SELL FANS FAST!

 Quiet weather-proof motor	 8-foot rubber-covered cord	 Finger-proof safety grilles
 Electronically balanced air-scoop blades	 Easily portable	 Easily reversible

MATS

Free mats in 1, 2, and 3-column sizes can put zip in your fan sales.

MAILERS

These hard-selling envelope stuffers stress "do-it-yourself" angle.

FLOOR AND WINDOW DISPLAYS

Window banners, 17" x 22" clinch attention of passing prospects. No. 602 portable floor pedestal makes a fine display for fans and 3-color counter display.

Arvin INDUSTRIES, INC., Columbus, Indiana

ELECTRIC HOUSEWARES (continued)

sold in the 1920's when utilities were actively promoting the use of electric equipment in the home.

Then in 1929 Silex and Cory brought out a drip-type glass coffee brewer, complete with hotplate, and all through the 1930's these coffee-makers were extremely popular, up to 1937 when the first metal automatic coffeemakers made their appearance. Millions of glass coffeemakers were sold for use on top of the stove as well as with their own heating elements. It wasn't until after the war that present type automatic coffee-makers began to sell in any large volume, virtually obsoleting other methods of electric coffee making.

Predictions

Although a tremendous number of automatic coffeemakers have been sold in the past eight years, demand for coffeemakers has not subsided, and according to informed opinion 1955 will be another good coffeemaker year, although with 24 companies in the field, it is predicted that competition will be keen.

FRYPAN-SKILLETS

Big things expected of the newest in electric housewares—the frypan-skillet

The downward trend in waffle baker sales is said to have hastened the entrance of certain manufacturers into the frypan-skillet business—the most recent addition to the electric housewares industry.

In any event, two manufacturers introduced automatic frying utensils early in 1954, and at the Housewares Show in Atlantic City in July, at least six more manufacturers had joined the ranks of frying pan makers. More companies are coming into the business in 1955.

Early models fell into two groups—the shallow, square frying pan type which can be immersed in water up to the thermostat control in the handle for easy cleaning, and the round, deeper skillet type which is not immersible in water.

Industry estimates at the end of the year show a trend toward the square immersible type.

While the frypan was unanimously voted the most interesting new product in the business, and its introduction was listed by a large percent as the most interesting development in electric housewares industry in 1954, distributors and dealers report no exciting market impact at retail prior to the Christmas season. While these products are selling in fair quantities, popular enthusiasm similar to that created by the first deep fryers is lacking. However, this may be due to the fact that before the Christmas push no outstanding promotions were engaged in.

Manufacturers unit sales of frypans and skillets for the year are estimated

at approximately 275,000 units. The average retail price was \$24.00. With new manufacturers coming into the field in 1955, it is anticipated that next year will really be a good frypan-skillet year.

WAFFLE IRONS

Waffle baker unit sales hit a new low winding up the year 39 percent under 1953, also a record low

Wafflemakers were another product that took a beating in 1954. Manufacturers sales for the year dropped from 1,370,000 units in 1953 to 835,000 in 1954.

Probably the key to some of the trouble is in a remark made by a leading distributor in electric housewares: "Waffle grids are only an accessory to the sandwich grill. When sold as a grill, with the grids as an extra dividend, they can be sold because they have a use value other than strictly gift merchandise.

Post-war waffle baker-grills actually have many plus use-values which probably require demonstration to put over to the consumer. Opened flat, for instance, they provide a tremendous amount of frying and grilling area. Closed, they grill four full size sandwiches at one time. All this in addition to the four large sized waffles that are available at one time.

One manufacturer, anticipating the need for a table baker for prepared mixes, frozen pies, etc., added a square aluminum pan, three inches deep to his waffle baker. Inserted between the two closed grill elements, this pan transforms the baker into a small size square table oven with automatically controlled heat top and bottom. Potatoes can be baked, frozen pies reheated, muffins and biscuits baked right at the table. Here is only one instance of how the downward trend in waffle baker sales can be reversed.

ROASTERS

A revival of interest in roaster sales is anticipated for 1955 with the introduction of a new rotisserie accessory

New in the roaster business is the introduction by Westinghouse of a rotisserie accessory which will be available nationally the early part of 1955. This unit, it is hoped, will bring to the roaster industry renewed vigor and promotional activity.

The accessory will be available in a variety of combinations—as an accessory with a new Westinghouse roaster; separately for use with already-owned Westinghouse roasters; and as a separate unit with a roaster inner pan. A party cart on casters is another accessory designed as a part of this new venture. It provides storage space for

the roaster and accessories and provides greater portability.

In 1954 roaster units sold only routinely at all levels. A large portion of the merchandise, it is reported, was sold at retail as closeouts at very low prices.

Manufacturers unit sales for the year totalled 350,000. This is less than 1953. Figured at an average retail price of \$39.95, the dollar volume aggregated \$13,982,500.

Roaster accessories—broiler units, cabinets and timers—increase the dollar volume of a roaster. Broiler units, most popular of the accessories, for instance, are said to have sold in about the same proportion as last year—one and-a-half to every two roasters. Cabinet sales were only slightly under last year's average of about one to every two roasters.

The large capacity, rectangular models again accounted for approximately 80 percent of the business. Smaller round and oval models, we are told, held their own surprisingly well. In certain areas they are said to have given cooker-fryers competition, mainly because of their lower retail price.

What's Ahead

With the rotisserie unit it is hoped that some sound promotional activity will swing renewed interest to the roaster. Also, with renewed interest in ovenettes, bakers and other table-type oven cookers shown by enthusiastic users of prepared mixes, frozen meat and fruit pies and complete frozen dinners, the roaster industry should enjoy an upward swing. Manufacturers of prepared mixes in the past year have also evidenced interest in table type baking equipment, realizing that many homemakers are reluctant to heat up the full sized range oven to re-heat a couple of frozen pies or a few turkey dinners. One food manufacturer has already tied-in with a firm making a biscuit baker. The roaster is ideal for this type food preparation—it's the right size—roomy enough to take up to three turkey dinners, and small enough to bake a pan of prepared muffins or to reheat frozen pies. All this in addition to its many other cookery uses.

SHAVERS

Shavers hit a new record with 3,950,000 units sold. The goal for 1955 is 4½-million

The economic climate of the nation's business for the first half of 1954 had no effect on the electric shaver industry. Sales were reported steady all through the year, which ended with a new record of 3,950,000 units sold. At an average retail price of \$27.50, the total dollar volume reached \$108,625,000.

At retail, dealers report a trend toward increased electric shaver buying even in months heretofore regarded as off-season months. This new

trend is attributed largely to the expansion of shaver TV advertising on national networks which was continued right through the year by two of the leading makers in the electric shaver industry.

Next to TV campaigns, free home trials are rated as the best promotional activity of the year.

The Market

As we have pointed out in other years the market for electric shavers is like no other market in the appliance industry. It is not measured by number of wired homes in the country. It is far greater even than the multiple home use market for clocks and radios. It is figured on the number of men in the country of shaving age—roughly over 50-million men, plus an estimated 14-million boys who reach shaving age each year.

Replacements

Obsolescence and replacement also occur more frequently in the shaver business. The constant wear and tear of daily use limits the average life of an electric shaver to approximately five years. This has been augmented and accelerated in the past few years by improvements that have been effected in design and performance of the latest shaver models. These new, smaller size models do a much more efficient job in a shorter time. At present accelerated rate of obsolescence, it is estimated that approximately 40-45 percent of the 1954 volume went into replacements and for a second model for use at the office or other place than the home.

Ownership

In a recent survey made by True, a magazine for men, out of a panel of 1436 of its readers 52.8 percent owned electric shavers. The average number owned per respondent was 1.3 shavers as follows: 77.6 percent owned one, 18.3 owned two; and 4.1 owned three or more.

More than half were received as a gift—the others were self purchased. Half the electric shaver owners (50.5%) said they use their electric shaver always; 28.1 percent sometimes and 21.4 percent never. Of the number who said they have never used them only a small portion tried them out and discontinued. A breakdown by age groups revealed that ownership is fairly evenly spread over the years—41.6% were under 35 years old; and 38.6% were 35 and over.

New Products

Two of the three major manufacturers introduced new deluxe models during the year at slightly higher prices. This brought the average retail price up to \$27.50.

Predictions

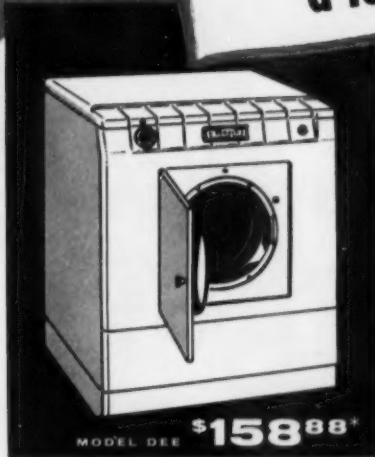
Sales plans are under way for another increase in volume in 1955. It is predicted that the industry will jump from 3,950,000 units in 1954 to 4,500,000 in 1955. End



When a dealer sells
a low priced
BENDIX DRYER

he gets a good share of the price
for his own pocket...

DO YOU—when you sell
a low-priced dryer?



* Suggested List Price



Some dealers are complaining that certain manufacturers are giving them attractive pricing, but at the dealer's expense.

In the Dryer field, especially, consumer prices are low but *profits* are practically invisible.

Not for BENDIX Dealers, though. Prices are low, all right. The new \$158.88* Dryer is an excellent example.

But into that low price is built a legitimate margin for the dealer. You make the profit you need on *every* Bendix Dryer you sell.

HOW IS THIS POSSIBLE?

A new ingredient has been added to Bendix manufacturing skill and Bendix engineering leadership.

It's the huge Nashville plant, shown at left.

Here the nation's most modern mass-production techniques make it possible to greatly reduce the price of Bendix Fluff-'N'-Tumble dryers without sacrificing any of the quality which has made "Bendix" the top name in automatic laundry equipment.

The Bendix Laundry line is leading the trend to lower retail prices through smart manufacturing—but *never* at the dealer's expense!



BENDIX

Your Vornado Distributor

PLUS -

9 brand new

**SENSATIONAL NEW
CASEMENT MODEL
HEAVY DUTY
2 HP MODEL**

**brand
new**

Model C75A— $\frac{3}{4}$ H. P. CASEMENT WINDOW MODEL

A sensational new casement model that solves a multitude of installation problems. Look at this: • **SMALL**, 15 $\frac{1}{4}$ " wide, 22" high, 21 $\frac{1}{8}$ " deep. • **LIGHT**, weighs only 132 lbs. • **FITS** any vertical casement window **ALSO** installs in double-hung sash windows with adapter kit. • Can be mounted half in and half out, or can be mounted inside so the window will fully close. • Full $\frac{3}{4}$ H. P. capacity, too!

**brand
new**

Model D200A—2 H. P. DELUXE

This giant capacity unit opens new sales potentials for VORNADO Dealers—Another VORNADO first. Look at these advantages: • Installs in windows only 30 $\frac{1}{4}$ " wide. • Only 17 $\frac{1}{4}$ " high. • Twin full capacity 1 H. P. systems operate independently. • Thermostatic control. **This is your big sales opportunity in '55.**

Model D150A—1 $\frac{1}{2}$ H. P. DELUXE

A new engineered and designed unit that sold out early last year. Compare these features: • Full capacity 1 $\frac{1}{2}$ H. P. • Easily installed in standard windows. • Triple air circulators for "Balanced Cooling." **Ideal for small homes and commercial installations!**

NEW

Products of

The O. A. SUTTON CORPORATION

Specialists in Manufacturing Comfort Cooling Appliances

has the *Competitive Sales Answer*

1955 MODELS

**REVERSE CYCLE
NEW $\frac{3}{4}$ HP**



NEW

Model D50A— $\frac{1}{2}$ H. P.

A new design of outstanding beauty. In wedgewood green, it makes a lovely piece of furniture. Small, compact, with new engineering—it's highly efficient for cooling smaller areas.



NEW

Model D75A— $\frac{3}{4}$ H. P.

A deluxe unit, with improved coil surfaces, and sealed system that gives balanced cooling. All deluxe features—

Also available in $\frac{1}{2}$ H. P. capacity—Model R75A—Standard without the deluxe features. Model DH75A is a $\frac{3}{4}$ H. P. custom model with reverse cycle heating for year 'round use.



NEW

Model D100A—Custom 1 H. P.

This custom unit has all extra sales features to please the discriminating buyer—new styling, new engineering, plus exclusive built-in Vornado features, that give high capacity and balanced cooling. A 1-H. P. unit R100A standard is also available.

- Wichita, Kansas

GIGANTIC

**INCENTIVE PROGRAM
for EARLY PURCHASES**

DIAMONDS

FOR 3 TO 500
UNIT BUYERS

TRIPS

LONDON—

PARIS—

HOLY LAND—
AROUND THE
WORLD

CIVIC HONOR AWARDS

ASK YOUR DISTRIBUTOR

NEW LOW PRICES

For Today's Air Conditioning Market.

BUY NOW -

PAY IN SEASON

Your Distributor's Promotional Plan is made for your Market—SEE HIM TODAY!

ALSO NEW!

**A FULL LINE OF VORNADO PACKAGED AND
RESIDENTIAL AIR CONDITIONERS FROM
2 TO 8 H. P. WITH COMPANION HEATING EQUIPMENT**

in air circulators...

Vornado® brings



*brand
new*

Model 38R TRAVEL AIR

The amazing New Travel-Air is versatile, and effective in cooling comfort. The head slides up or down on the stand, with the turnabout feature. Roll it up to a window, pull cool air in and exhaust hot, stale room air.

Simply release the fan head from the stand and use it as a desk or floor fan wherever desired.

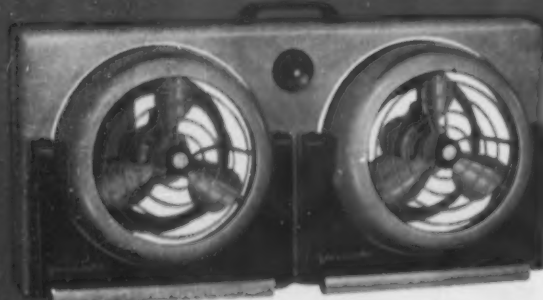
It's the sensation of the industry for '55.



*brand
new*

Model 28F TURNABOUT TABLE TOP

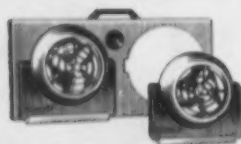
Strikingly new in design and styling, the VORNADO Turnabout, tabletop fan answers the need of many homes and offices for an air circulator of modern styling and outstanding performance. The TURNABOUT head may be tilted to put air where its needed.



*brand
new*

Model 48CT TWIN CONVERTIBLE

The most versatile window fan ever produced. Use it as a window fan at night to pull in fresh, cool air or use each Snap-In... Snap-Out air circulator by itself within the room or in different rooms around the house. Each of the air circulators may be lifted out of the cabinet and used separately.



MODEL 35E

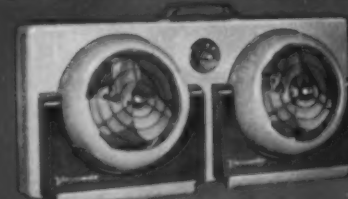
ELECTRICALLY REVERSIBLE EXHAUST FANS ... in 2 sizes

Designed to move air in or out with push-button control, providing rapid air movement by exhausting hot, stagnant air or pulling in and circulating refreshing, cool outside air. Whether you want ventilation or circulation, the Hi-La push-buttons for exhaust or intake give convenient comfort selection for any cooling need.



MODEL 25E

TWIN CONVERTIBLE... snap-in... snap-out design



MODEL 32CT

you **3** brand **new** models

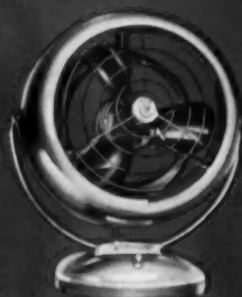
VORNADO Air Circulators move more air 3 times faster, 3 times farther. Only **VORNADO** has patented twin injection cones, in combination with deep-pitched propeller that gives true circulation. These exclusive principles revolutionized the fan industry and are years ahead in design, performance, and beauty.



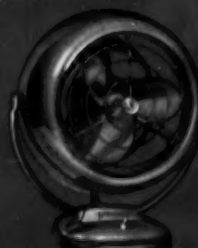
MODEL 38C



MODEL 28C



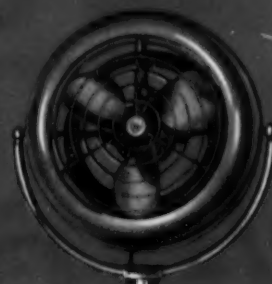
MODEL 24C



MODEL 20C



MODEL 16C



MODEL 38P



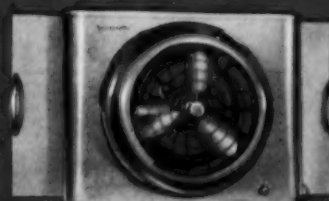
MODEL 60P

DESK MODELS IN 5 sizes and price ranges... plus 2 DELUXE PEDESTAL FANS

Engineered for greatest efficiency, **VORNADO** embodies a new principle of air circulation. **VORNADO**'s patented twin cones and deep-pitched propeller create continuous "all around" air movement. Providing just the right amount of circulation for cooling comfort. No need to sit in the direct blast of a fan to keep cool since **VORNADO** moves all the air all the time. The same modern styling, handsome colors and efficient performance are found in all **VORNADO**s regardless of size or price range.

5 versatile models of TURNABOUT WINDOW FANS that fill every selling need...

Perfect for day or night use, the **Vornado** Window Fan has been engineered to produce maximum cooling comfort. **VORNADO**'s powerful Venturi action removes hot, humid air, smoke and odors, or brings in fresh, cool, outside air, at your desire, to make living a pleasure even on the hottest days or nights. And, only **VORNADO** Window Fans have the exclusive Turnabout feature that has set new standards in the industry.



MODEL 40W



MODEL 30CF



MODEL 30W



MODEL 16W



MODEL 60W

Products of

The O. A. SUTTON CORPORATION - Wichita, Kansas

Specialists in Manufacturing Comfort Cooling Appliances

It Was a Good Year IN THE FAR WEST

By CLOTILDE G. TAYLOR

As the green bar in the table at right shows, individual customers spent about \$15 less

for appliances in 1954 than in 1953, but the picture was balanced by gains by some

appliances, an increase in utility customers and high domestic power consumption

IN 1954, 5,788,544 domestic customers served by the 73 utilities reporting from the 11 western states purchased major electrical appliances, radio and television to the amount of \$606,892,000. Add to this the \$39,702,000 spent by customers of the 10 companies reporting from British Columbia, Hawaii and Alaska, and the total amounts to nearly \$647,000,000. British Columbia figures are up over those of last year, but returns from the eleven western states are about five percent below last year's expenditures.

Population Growth Continues

Most significant is the steady and continuing growth of the West. On the average the number of customers served by utilities in this region increased by 4.25 percent. The Pacific Coast average increase was 4.1 percent, with California accounting for the bulk of the increase numerically. Matching the population growth as reported from Chamber of Commerce sources, this state showed a 4.8 percent increase, or 163,455 more domestic customers than last year. In the Intermountain area, Nevada was up 12.6 percent, Arizona 7.6 percent and Colorado 7.2 percent. Average for the region was 4.9 percent. Other state increases are: Washington, 2.4 percent; Oregon, 1.5 percent; Montana, 1.6 percent; Idaho, 1.8 percent; Wyoming 2.5 percent; New Mexico, 5.3 percent; Utah, 1.3 percent. British Columbia reported 4.7 more domestic customers than last year, Hawaii an increase of 3.1 percent and Alaska 1.2 percent.

High Domestic Use Of Electricity

Very high average use figures in terms of kw.-hrs. used annually per home are reported from the Pacific Northwest and from certain of the

Intermountain areas where range and water heater saturation figures are high. Three utilities report an average annual consumption per domestic customer in 1954 of over 9,000 kw.-hr. Highest are the two utility districts from the Northwest—Grant County P.U.D. No. 2 from Washington with a 10,146 kw.-hr. average and the Tillamook P.U.D. from Oregon which reports 10,800 kw.-hrs. used per wired

home. Of the companies with a larger urban population, the Southern Nevada Power Co. at Las Vegas, Nevada, is the highest with 9,575 per home. Average annual consumption for 1954 per domestic customer by states was highest in Washington, Oregon, Nevada and Idaho: Washington, 6,705; Oregon, 6,415; California, 2,210; Montana, 2,808; Idaho, 5,750; Wyoming, 2,002 (Casper and Sheridan

areas reported under other states); Colorado, 2,034; New Mexico, 1,883 (areas around Roswell and Las Cruces reported under other states); Arizona, 2,573; Utah, 3,540; Nevada, 6,160. The average use by customers in the three Pacific Coast States was 3,323 kw.-hr.; for the Intermountain area, 3,193 kw.-hr.; and for the 11 western states as a whole, 3,303 kw.-hr. Average use reported from British Colum-

TABLE II. PATTERN OF SALES FOR THE AVERAGE DEALER IN 1954
(Figures in percent of total sales)

	Refrigerator	Range	Water Heater	Home Freezer	Room Conditioner	Evaporative Cooler	Automatic Washer	Conventional Washer	Ironer	Dryer	Vacuum Cleaner	Dish Washer	Food Waste Disposer	Radio	Television
Washington	15.2	14.9	5.2	7.9	0.7	0.1	11.1	2.7	0.8	8.2	3.8	2.4	0.8	1.7	24.5
Oregon	13.4	13.5	2.9	9.0	0.3	0	17.3	3.0	0.9	9.4	4.1	1.2	0.1	2.2	22.7
California	26.2	3.9	0.7	4.5	2.1	1.2	15.8	3.1	1.1	3.5	3.7	2.5	1.7	2.0	27.4
Pacific Coast	21.7	7.1	1.7	5.7	1.6	1.0	15.1	3.0	1.0	5.0	3.8	2.3	1.3	2.0	27.4
Montana	17.9	11.9	2.0	11.0	0.3	0.2	14.4	7.9	2.3	9.3	0.8	2.6	1.2	2.5	15.7
Idaho	14.5	10.3	4.8	7.6	0.4	0.1	10.6	1.9	1.4	5.5	1.5	1.0	0.3	1.0	39.0
Wyoming	32.2	9.2	0.9	10.8	0.7	0.5	9.2	5.4	1.6	2.4	2.6	1.3	0.6	3.4	19.2
Colorado	20.8	7.1	0.9	8.4	1.4	2.4	13.7	4.2	1.1	2.1	3.4	1.3	1.0	3.0	29.0
New Mexico*	25.5	7.2	0.8	3.6	2.1	2.8	6.7	8.9	1.7	0.9	3.4	0.8	0.2	2.5	32.9
Arizona	21.6	3.3	0.8	4.8	9.7	8.3	10.4	4.3	0.4	0.7	6.3	1.2	0.7	3.0	24.2
Utah	15.3	13.3	2.8	7.9	1.0	1.6	12.5	4.8	1.8	3.7	4.9	1.1	0.4	2.1	26.8
Nevada	25.8	13.9	4.3	2.0	2.4	5.6	22.9	3.6	1.8	1.7	4.6	3.8	5.3	2.3	—
Intermountain	19.6	8.6	1.9	8.2	2.3	2.8	12.2	4.6	1.3	5.5	3.6	1.9	0.8	2.5	24.2
11 West. States '54	21.8	7.5	1.8	6.3	1.9	1.5	14.5	3.4	1.2	4.9	3.6	2.3	1.2	2.1	23.8
States '53	21.2	6.0	1.4	5.6	1.5	—	12.4	4.2	1.0	3.2	2.4	1.6	1.4	6.1	31.4
Hawaii	22.3	19.8	6.9	12.4	0.5	0	10.6	5.2	0.7	1.9	0.8	1.0	1.1	4.0	12.8
Alaska	18.7	25.4	9.8	4.9	0	0	6.9	5.6	0.5	6.0	7.3	3.6	2.6	8.7	—
British Columbia	24.7	10.5	3.8	1.7	0	0	4.0	5.9	0.3	1.2	3.5	5.0	0.1	2.8	36.5

*Where sales figures were not available for New Mexico those from adjacent areas have been adapted.

TABLE I. DOLLARS SPENT PER DOMESTIC CUSTOMER FOR VARIOUS APPLIANCES — 1954

	Refrigerator	Range	Water Heater	Home Freezer	Room Conditioner	Evaporative Cooler	Automatic Washer	Conventional Washer	Ironer	Dryer	Vacuum Cleaner	Dish Washer	Food Waste Disposer	Radio	Television	Total
Washington	20.58	20.44	7.04	10.84	1.01	.10	15.18	3.70	1.06	11.28	5.18	3.30	1.17	2.27	33.56	136.74
Oregon	16.17	16.26	3.46	10.84	.34	—	20.87	3.55	1.06	11.28	4.99	1.50	.13	2.65	27.37	120.51
California	24.70	3.67	.64	4.26	2.01	1.10	14.90	2.96	1.06	3.29	3.36	2.40	1.56	1.92	25.94	94.31
Pacific Coast	23.23	7.34	1.79	5.81	1.68	1.00	15.44	3.10	1.06	5.17	3.84	2.40	1.30	2.05	27.13	102.51
Montana	18.23	12.05	2.05	11.22	.34	.20	14.63	7.99	2.32	9.40	.86	2.70	1.17	2.58	15.95	101.69
Idaho	21.46	15.20	7.04	11.22	.67	.20	15.72	2.81	2.11	8.23	2.30	1.50	.39	1.50	57.83	148.37
Wyoming	42.26	11.27	1.28	14.32	1.01	.70	12.20	7.24	2.11	3.29	3.46	1.80	.91	4.58	25.47	132.27
Colorado	24.11	8.12	1.02	9.68	2.01	2.70	15.72	4.88	1.27	2.35	3.84	1.50	1.17	3.43	33.32	115.39
New Mexico	28.81	8.12	.64	3.87	—	—	7.59	9.92	1.90	.94	—	.90	.26	—	37.13	100.08
Arizona	20.87	3.14	.77	4.64	9.38	8.00	10.03	4.14	.42	.71	6.05	1.20	.65	2.90	23.32	96.49
Utah	15.88	13.89	2.94	8.27	1.01	1.70	13.01	5.03	1.90	3.76	5.09	1.20	.39	2.24	27.85	104.16
Nevada	24.70	13.36	4.10	1.94	2.35	5.40	21.95	3.40	1.69	1.65	4.42	3.60	5.07	2.22	—	95.85
Intermountain	22.05	9.67	2.18	9.29	2.60	3.10	13.82	5.18	1.48	6.15	4.03	2.10	.91	2.84	27.27	112.68
11 West. States '54	22.93	7.86	1.92	6.38	1.93	1.30	15.18	3.53	1.27	5.17	3.84	2.40	1.30	2.21	27.13	105.06
States '53	25.50	7.44	1.63	6.72	.46	1.30	14.85	5.10	1.20	3.84	3.08	1.93	1.68	7.28	38.40	120.13
Hawaii	13.22	11.79	4.10	7.35	.34	0	5.96	3.11	.42	1.18	.48	.60	.65	2.39	7.62	59.19
Alaska	7.35	9.95	3.84	1.94	0	0	2.71	2.22	.21	2.35	2.88	1.20	1.04	3.43	—	39.12
British Columbia	33.81	14.41	5.25	2.32	0	0	5.42	8.14	.42	1.65	4.80	6.90	.13	3.91	49.98	137.14

bia was 3,199 kw.-hr.; from Hawaii, 3,237 kw.-hr.; and from Alaska, 4,133 kw.-hr.

State Saturations

Closely related to kw.-hr. use, of course, are the saturation figures. These show a pattern of appliance ownership by regions—high for ranges and water heaters in Washington, Oregon and Idaho; for evaporative coolers

in Arizona, with secondary peaks in Nevada and California; for conventional-type washers in Montana, Wyoming, British Columbia, Hawaii and Alaska; and for television in California, Utah, Arizona and Colorado, with the Pacific Northwest fast catching up. State saturation figures this year are far more accurate than hitherto, both because of the larger number of companies reporting and because a differ-

ent method of calculation gives a better figure for the missing areas. They are shown in an accompanying table. Two cautions must be observed in use of the figures. For appliances, such as room air conditioners, which are just now beginning to be sold in any quantity, the records are far from complete. Dehumidifiers are in this category and the few reports available cannot safely be expanded, either for

saturation or sales. On the other hand, television reports suffer from the fact that reception areas do not always coincide with territory served by one power company. Also, where saturation figures are available for one highly developed center, these have sometimes been expanded to cover an entire state. The one thing that may be said is that as the number of available stations in the West continues to increase, the reports become more and more accurate. 1954 figures are far more correct than those of a year ago.

Appliance Investment Per Home

Speaking in terms of present day replacement values, the average home in the 11 western states has an appliance investment of \$915. These figures are surprisingly similar for both Intermountain and Pacific Coast areas. The Intermountain home has spent slightly more for refrigerators, ranges, and water heaters, while the Pacific Coast investment is higher in washers, vacuum cleaners, radio and television. Hawaii, with no report from the main island of Oahu, is high in refrigerator investment and in washing machines, low in television as yet. (The islands reporting are in the fringe reception area.) The average investment per home there is \$714. Alaska sent in no figures on television, but reports an appliance investment averaging \$807 per home. British Columbia customers have spent \$708 per home, but are fast catching up, as indicated by the high sales per customer reported elsewhere. Figures for the 11 western states indicate that the average home owner has spent: \$249.90 for refrigerators, \$81.22 for electric ranges, \$29.44 for electric water heaters, \$50.31 for home freezers, \$6.50 for room air conditioners, \$18 for evaporative coolers, (Continued on page 280)

TABLE III. AVERAGE 1954 SATURATION IN THE WEST

	Refrigerator	Range	Water Heater	Home Freezer	Room Conditioner	Evaporative Cooler	Automatic Washer	Conventional Washer	Ironer	Dryer	Vacuum Cleaner	Dish Washer	Food Waste Disposer	Radio	Television
Washington	91	80	70	13	2	12	26	66	13	15	79	6	4	96	45
Oregon	94	75	69	17	1—	—	32	63	7	12	65	3	1—	99	47
California	80	14	7	12	2	13	38	51	14	4	90	4	7	98	64
Pacific Coast	83	30	23	13	2	13	35	55	13	6	85	4	6	98	58
Montana	95	45	15	10	1—	—	40	90	20	15	95	5	5	99	15
Idaho	90	76	74	25	1	2	30	60	20	20	80	3	2	95	30
Wyoming	94	44	14	15	1—	5	32	79	13	13	83	2	2	112	50
Colorado	91	18	8	13	2	2	12	24	12	3	74	5	5	97	59
New Mexico	96	46	34	14	4	—	—	—	—	1	—	2	—	—	2
Arizona	92	14	11	13	4	81	32	60	11	3	65	8	9	98	60
Utah	85	53	31	11	7	10	26	65	11	5	79	3	2	98	75
Nevada	90	55	43	5	1	25	50	50	5	5	75	5	1	75	—
Intermountain	91	37	24	13	4	24	26	53	13	7	79	5	5	98	48
11 Western States	87	31	23	13	2	18	34	54	13	6	83	4	6	88	57
Hawaii	93	51	21	7	1—	0	24	73	1—	1—	41	1	1	96	1
Alaska	96	53	20	5	0	0	15	85	15	15	60	5	5	100	—
British Columbia	75	38	24	5	—	—	9	75	4	1	83	1—	3	100	26

APPLIANCE MARKETS by REGIONS

Figures reported by 218 utilities indicate that sales were down 7.71 percent for the average appliance-radio-TV dealer during 1954 with only room air conditioners, dryers, and dishwashers registering sales rises; number of dealers drops 3.09 percent

ELECTRICAL MERCHANDISING's eleventh annual survey of appliance, radio and television sales, reported in tabular form on the following pages, reveals that 1954 over-all sales ran 7.71 percent behind sales in 1953.

This year's survey indicates that sales were down in refrigerators, electric ranges, electric water heaters, home freezers, washers, ironers, vacuum cleaners, radio and television sets. Sales of food waste disposal units remained approximately the same, and increases were registered in the sales of room air conditioners, dryers and dishwashers.

In this 1954 survey, 218 utility companies, serving 36,055,497 residential and rural customers (80.5 percent of the 44,787,475 total of such customers now being served) report the number of customers on their lines; annual kw.-hr. consumption per domestic meter; the estimated unit sales of appliances in their respective areas; the number of dealers serving their territories and their own merchandising plans. The data are broken down into reports covering the nine major geographical regions of the country, while the table shown on the opposite page is a condensed national summary of the nine regional reports.

In the national summary table opposite, unit sales of appliances by regions have been reduced to sales per 1,000 customers served by the power company. Actual sales of major appliances, radio and television in units for each utility and region are shown in the tables on the succeeding pages.

Sales in 1954

Refrigerators. A 6.33 percent decline in refrigerator sales was indicated on the basis of reports from 160 utilities. The sales were 74 per thousand as compared with 79 per thousand in 1953. Projected nationally, sales of refrigerators would have been 3,314,273 as compared to 3,442,860 in 1953. Only regions showing gains were the West North Central, East North Central, and New England.

Electric Ranges. Reports from 177 utilities show that range sales dropped 3.57 percent, from 28 per thousand in 1953 to 27 per thousand in 1954. Projected nationally, sales would be 1,209,262 for 1954 as compared to 1,220,250 for 1953. Regions showing increases were Pacific, West South Central, West North Central, and East North Central.

Water Heaters. Data from 175 utilities reflect a drop of 13.33 percent in water heater sales. Sales were 13 per thousand in 1954, compared to 15 per thousand in 1953. Projected nationally, the figure would mean 582,237 water heaters sold in 1954 compared to 653,700 for the preceding year. The only increase was in the East South Central, but the West South Central, South Atlantic, West North Central, and New England reported sales approximately the same.

Home Freezers. On the basis of reports from 157 utilities, home freezer sales dropped 16.67 percent in 1954. Per thousand sales figures were 15 in 1954 and 18 in 1953. On a national scale, that would mean 671,812 sales in 1954 compared to 784,450 in 1953. East South Central and South Atlantic reported increases.

Room Air Conditioners. Sales went up a healthy 22.73 percent according to reports from 131 utilities. The increase was from 22 per thousand in 1953 to 27 per thousand in 1954. Nationally, this would mean 1954 sales were 1,209,262, as compared to 958,770 in 1953. Every region except New England scored increases, and the biggest rise was recorded in the West North Central.

Washers. Figures from 149 utilities reveal that washer sales dropped 9.33 percent in 1954. Sales were 68 per thousand, compared to 75 per thousand in 1953. Projected, this means national sales of 3,045,548 washers

in 1954 compared to 3,268,540 in 1953. While most utilities lumped conventional and automatic washer sales statistics together, this year, it was apparent that most, if not all, of the over-all drop came from declining conventional washer sales. The West North Central alone reported an over-all increase.

Ironers. Of the 138 power companies reporting, all reported a drop in ironer sales, except those utilities in the South Atlantic, where sales ran approximately the same as in 1953. The decline was 20 percent, from 5 per thousand in 1953 to 4 per thousand in 1954. Projected nationally, sales would hit 179,150, compared to 217,900 in 1953.

Dryers. Reports from 164 utilities show that 1954 sales ran 8.33 percent ahead of 1953. Sales this year were 13 per thousand, or 582,237 nationally, compared to 1953's figure of 12 per thousand or 522,970 nationally. Gains were recorded in all sections except the East North Central.

Vacuum Cleaners. With 100 utilities reporting, sales were running at 44 per thousand, 7.35 percent behind 1953 when sales were at 46 per thousand. If this figure were projected nationally, vacuum cleaners sales for 1954 would be 1,970,649.

Dishwashers. One of the few appliances to register a rise, dishwasher sales climbed 20 percent from 5 per thousand in 1953 to 6 per thousand

in 1954. Projected nationally, this would mean sales of 264,246, compared to 217,900 in 1953. Regions reporting increased dishwasher sales were the South Atlantic, West North Central, and Middle Atlantic.

Food Waste Disposers. Reports from 130 utilities indicate that sales ran approximately the same this year as last. This year's figure of 6 per thousand, projected nationally, means that total sales of 291,118 would be slightly higher than last year's projected figure of 261,480. Regional increases were reported from the Mountain, West South Central, South Atlantic, West North Central, and Middle Atlantic areas.

Radio. Reports from 94 utilities indicate that radio sales were 92 per thousand or, projected nationally, 4,120,448. This is 7.07 percent below 1953, when sales were 99 per thousand or 4,314,500 nationally. While a national decline was indicated, increased sales were reported from the West North Central, East North Central, and Mountain regions.

Television. With 129 power companies reporting, the results showed 114 sales per thousand customers—a decrease of 15.56 percent from 1953 when sets were selling at the rate of 135 per thousand. Projected sales would be 5,105,772 in 1954, compared to 5,883,380 in 1953. Areas reporting increases were the East South Central, South Atlantic, and Mountain regions.

Other Summaries

The number of dealers apparently declined this year by 3.09 percent. With 181 utilities listing dealers, there was a total of 74,150 as of December, 1953, compared with 71,861 as of December, 1954. Increases in the number of dealers, however, were reported in New England, West North Central, West South Central, and Mountain regions.

The number of utilities planning merchandising activities for 1955 remained approximately the same as it was in 1954. Of the 218 utilities reporting, 128 said they do not plan to merchandise and 90 said they would. Last year 130 said no and 94 expressed plans for selling activities. This is a slight shift of 0.7 percent away from utility merchandising. End

NUMBER OF DEALERS (Figures from 181 Cos.)				UTILITY MERCHANDISING (Plans for 1955) (Figures from 218 Cos.)			
No. Cos.	Dec. 1953	Dec. 1954	% Change		Will	Not	
17 New England	3,564	3,695	+3.68	New England	17	3	
21 Middle Atlantic ...	17,332	16,225	-6.39	Middle Atlantic	10	12	
27 East North Central..	17,632	15,646	-11.26	East North Central..	17	12	
21 West North Central	7,768	8,708	+12.10	West North Central..	19	7	
16 South Atlantic	9,761	9,536	-2.30	South Atlantic	10	9	
9 East South Central..	2,896	2,874	-.76	East South Central...	3	8	
17 West South Central.	6,710	6,746	+.54	West South Central..	4	14	
21 Mountain	2,252	2,408	+6.93	Mountain	6	24	
32 Pacific	6,235	6,023	-3.40	Pacific	4	39	
181 Total	74,150	71,861	-3.09	Total	90	128	
					(41.3)	(58.7)	

Electrical Appliance Market Data—NATIONAL SUMMARY

STATE	NUMBER REPORTING UTILITIES	ESTIMATED CUSTOMERS (Domestic & Rural) Dec. 31, 1954	ESTIMATED UNIT SALES OF APPLIANCES, RADIO AND TV IN 1954 PER 1,000 CUSTOMERS															NUMBER OF DEALERS SERVING TERRITORY	REPORTING UTILITY PLANS ON MER- CHANDISING IN 1955	
			Refriger- ators	Electric Ranges	Electric Water Heaters	Home Freezers	Room Air Condition- ers	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- washers	Food Waste Dis- posers	Radio Sets	Tele- vision Sets	Will		Will Not	
Maine.....	3	250,326	42	17	16	5	2	11	19	1	3	13	1	9	37	40	609	2	1	
New Hampshire.....	2	130,171	45	28	21	4	6	39	10	1	9	6	3	1	210	2	..	
Vermont.....	1	54,225	6	6	3	7	7	8	125	1	..	
Massachusetts.....	8	1,336,007	68	26	10	4	3	36	12	1	7	22	3	3	75	98	1,877	7	1	
Rhode Island.....	1	14,350	52	76	41	10	7	52	38	5	17	52	6	5	206	113	24	1	..	
Connecticut.....	5	599,553	58	28	17	13	8	46	17	7	16	43	10	5	102	134	945	4	1	
New England.....	20	2,384,832	59	25	13	6	5	35	14	3	9	25	5	3	78	104	3,790	17	3	
New York.....	8	4,591,573	62	11	4	6	30	37	8	2	7	64	3	4	99	91	6,490	3	5	
New Jersey.....	4	1,525,447	59	32	30	10	9	37	30	3	10	30	5	79	2,611	2	3	
Pennsylvania.....	10	2,728,885	63	27	14	14	19	35	46	4	16	32	7	3	96	130	7,149	6	4	
Middle Atlantic.....	22	8,845,905	63	18	9	9	26	36	8	3	10	57	5	4	98	105	16,350	10	12	
Ohio.....	9	2,167,644	79	33	16	16	5	42	34	6	25	44	4	8	138	105	4,102	4	5	
Indiana.....	5	762,136	70	32	27	18	22	27	20	3	32	27	6	5	72	82	2,364	3	2	
Illinois.....	5	2,179,370	91	13	6	12	19	40	30	2	10	77	2	3	179	86	3,019	3	2	
Michigan.....	6	1,750,324	71	26	10	8	10	62	30	10	16	129	5	15	29	103	3,554	3	3	
Wisconsin.....	4	693,826	42	25	24	17	3	24	14	4	20	52	4	4	..	95	2,607	4	..	
East North Central.....	29	7,553,300	76	25	13	13	12	64	30	5	19	62	4	7	124	96	15,646	17	12	
Minnesota.....	4	682,350	57	21	16	20	2	20	27	6	15	16	3	2	22	41	2,270	4	..	
Iowa.....	6	519,519	54	42	25	20	21	33	22	5	21	31	10	6	84	254	2,460	5	1	
Missouri.....	7	854,514	98	25	8	19	58	39	18	6	16	27	6	11	86	276	2,195	5	2	
North Dakota.....	1	40,000	1	
South Dakota.....	2	49,500	65	39	25	15	7	27	9	8	27	27	4	6	36	98	440	2	..	
Nebraska.....	2	175,500	69	34	8	18	48	43	41	..	20	..	3	2	70	124	720	1	1	
Kansas.....	4	322,334	78	30	5	20	84	52	30	6	15	29	9	18	33	133	1,073	2	2	
West North Central.....	26	2,643,717	73	28	14	19	38	34	24	6	17	24	6	8	49	135	9,158	19	6	
Delaware.....	1	64,040	31	17	8	9	19	31	23	5	8	47	3	2	31	47	110	1	..	
Maryland.....	3	592,045	81	28	18	15	16	51	23	4	9	52	7	7	60	65	475	3	..	
District of Columbia.....	1	277,178	129	20	3	14	31	51	14	3	12	57	14	21	184	157	295	..	1	
Virginia.....	2	959,000	..	58	27	12	3,200	..	2	
West Virginia.....	2	217,100	53	21	3	19	3	32	30	1	12	53	2	2	58	83	405	2	..	
North Carolina.....	2	827,800	85	75	45	20	6	55	16	1	4	..	2	1	127	92	2,650	1	1	
South Carolina.....	1	135,000	115	43	33	22	38	52	33	11	7	..	13	10	..	163	245	..	1	
Georgia.....	3	556,680	102	56	21	38	40	72	94	4	8	45	33	4	149	248	1,960	2	1	
Florida.....	4	713,834	97	52	37	13	34	44	22	1	5	14	6	4	86	176	2,241	1	3	
South Atlantic.....	19	4,342,677	92	50	27	20	26	79	30	3	8	40	12	6	98	128	11,581	10	9	
Kentucky.....	3	411,461	79	51	19	22	15	24	70	3	9	19	2	2	108	78	1,120	1	2	
Tennessee.....	5	374,000	77	49	35	25	91	44	45	4	9	45	9	6	103	228	354	..	5	
Alabama.....	1	468,127	88	47	17	20	18	42	44	1	4	30	3	2	96	117	1,200	1	..	
Mississippi.....	2	213,923	66	16	2	15	28	14	8	..	2	4	2	..	45	66	500	1	1	
East South Central.....	11	1,467,511	80	43	20	9	39	34	42	2	6	29	4	3	96	139	3,374	3	8	
Arkansas.....	1	235,296	71	12	2	23	49	35	36	..	2	220	1,060	..	1	
Louisiana.....	4	543,187	104	10	2	38	71	75	43	3	8	27	9	4	185	159	1,484	1	3	
Oklahoma.....	2	440,960	50	19	..	16	87	45	33	5	7	22	8	14	50	125	1,100	..	2	
Texas.....	11	1,809,568	82	18	4	33	79	97	33	4	8	32	7	6	101	133	3,206	3	8	
West South Central.....	18	3,029,011	80	17	3	31	77	90	30	4	8	30	8	7	94	143	6,850	4	14	
Montana.....	1	111,970	62	46	16	29	1	54	54	11	40	9	..	9	..	67	300	..	1	
Idaho.....	1	103,000	73	58	55	29	2	58	19	10	34	24	5	3	48	243	600	1	..	
Wyoming.....	4	24,528	144	42	10	37	3	45	49	10	19	36	6	7	144	108	59	3	1	
Colorado.....	6	299,180	82	31	8	25	6	58	33	6	10	44	5	9	109	140	592	2	4	
New Mexico.....	2	67,740	92	31	6	26	..	95	33	9	4	..	3	2	..	156	97	..	2	
Arizona.....	3	193,647	71	12	6	13	28	37	28	2	3	63	4	5	92	98	675	..	3	
Utah.....	9	194,610	54	53	22	21	3	48	34	9	16	53	4	3	72	123	807	..	9	
Nevada.....	4	47,144	84	50	31	5	7	81	24	8	7	46	12	39	76	..	124	..	4	
Mountain.....	30	1,041,852	74	37	17	23	9	85	30	7	15	28	5	6	90	132	3,254	6	24	
Washington.....	19	674,632	70	78	56	28	3	56	25	5	47	54	11	6	72	140	1,235	2	17	
Oregon.....	7	526,548	56	62	28	29	1	78	24	5	48	52	5	1	84	115	1,521	..	7	
California.....	17	3,545,512	84	14	5	11	6	99	30	5	14	36	8	12	61	103	4,561	2	15	
Pacific.....	43	4,746,692	79	24	10	14	5	98	30	5	21	41	7	10	65	107	7,317	4	39	
TOTAL UNITED STATES..	218	36,055,497	74 (160)	27 (177)	13 (175)	15 (157)	27 (131)	68 (149)	30 (138)	4 (164)	13 (100)	44 (140)	6 (130)	6 (94)	92 (129)	114 (201)	77,220	90	128	
Alaska.....	3	13,000	25	38	30	5	..	10	15	..	10	30	23	8	109	..	22	1	2	
British Columbia.....	3	265,550	115	55	41	6	..	20	50	2	7	50	2	..	124	210	465	..	3	
Hawaii.....	4	96,398	43	43	31	18	..	21	20	2	4	13	4	4	76	32	199	2	2	

Electrical Appliance Market Data by Regions (Continued)

NEW ENGLAND

NEW ENGLAND	No. of Customers (Domestic)		Average KW-Hour Consumption	1954 SALES OF ELECTRICAL APPLIANCES, RADIO AND TV (UNITS)												
	Dec. 31, 1954 (Estimated)	Dec. 31, 1953 (Actual)		1954	Refrig- erators	Ranges	Water Heaters	Freezers	Room Air Cond.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers	
MAINE																
St. Croix Electric Company.....	1,826	1,683	1,110	150	25	10	50	2	20	135	10	5	20	1		
Bangor Hydro Electric Company.....	55,500	53,704	2,350	2,000	350	250	300	100	300	200	125	200	1,200	100		
Central Maine Power Company.....	193,000	189,988	2,275	8,500	3,800	3,800	900	2,500	4,500	200	650	2,100	150		
NEW HAMPSHIRE																
Public Service Co. of N. H.....	112,771	110,974	2,233	5,600	3,200	2,250	500	4,700	950		
New Hampshire Electric Company....	17,400	17,000	2,300	250	400	500	75	100	350	175	20	200	100	50		
VERMONT																
Central Vermont Public Service Corp..	54,225	54,100	2,375	350	350	165	50	15	400	400	20	50	420	30		
MASSACHUSETTS																
Brockton Edison Company.....	50,920	49,498	2,318	2,000	1,800	1,100	450	100	1,600	1,000	200	600	1,600	100		
New England Electric System*.....	656,000	645,627	1,765	44,000	18,000	6,000	1,200	2,000	17,000	8,000	500	5,000	9,000	1,500		
Boston Edison Company.....	395,000	390,650	1,826	32,500	8,000	3,000	2,100	1,750	23,000	4,100	675	2,250	13,500	2,250		
Western Massachusetts Electric Co....	111,000	107,582	2,230	4,560	1,810	1,580	1,200		
Fitchburg Gas & Electric Co.....	15,494	15,225	1,718	700	75	60	25	30	150	300	20	30	150	20		
Cape & Vineyard Electric Co.....	35,732	33,245	1,905	800	700	600	200	65	500	350	60	250	100		
Cambridge Electric Light Co.....	31,392	31,378	1,290		
Lynn Gas & Electric Company.....	40,469	40,343	1,476	600	250	100	40	100	600	200	25	40	1,500	150		
RHODE ISLAND																
Newport Electric Corporation.....	14,550	14,154	2,575	750	1,100	600	150	100	750	550	75	250	750	90		
CONNECTICUT																
Connecticut Power Company.....	86,700	84,528	2,745	5,000	1,500	1,300	4,000	1,500	6,000	1,000	2,800	4,000	5,000	3,500		
Hartford Electric Light Company.....	87,710	89,000	2,700	6,000	3,000	1,000	1,500	1,500	6,000	2,000	400	2,000	10,000	1,000		
Connecticut Light & Power Company..	251,782 ¹	241,576	2,778	11,500	6,200	5,000	1,000	1,200	3,500	4,000	500	2,200	3,800	600		
United Illuminating Company.....	157,500	154,498	2,430	12,000	6,000	3,000	1,000	800	12,000	3,300	550	1,300	600		
Housatonic Public Service Co.....	15,861	15,500	2,251	450	275	70	130	65	375	75	15	15	95	30		

* Controls Companies throughout New England, majority of which are in Massachusetts

¹ As of 9/30/54.

(Ly) Figures from last year's report

MIDDLE ATLANTIC

MIDDLE ATLANTIC	No. of Customers (Domestic)		Average KW-Hour Consumption	1954 SALES OF ELECTRICAL APPLIANCES, RADIO AND TV (UNITS)											
	Dec. 31, 1954 (Estimated)	Dec. 31, 1953 (Actual)	1954	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Cond.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers	
NEW YORK															
Central Hudson Gas & Electric Corp...	97,600	94,641	2,305	2,300	1,850	850	
Rockland Light & Power Company...	39,825	41,325	1,850	3,000	300	300	300	300	1,600	300	50	50	1,200	50	
Dept. of Pub. Utilities, Rockville Center	7,100	6,963	2,680	
Long Island Lighting Company.....	406,460	380,060	2,300	9,000	2,500	
Rochester Gas & Electric Corp.....	160,358	156,094	2,446	12,000	4,500	1,500	3,000	900	6,500	2,500	1,200	3,500	4,000	1,000	
New York State Electric & Gas Corp...	360,500	350,088	2,660	16,000	7,500	5,000	5,300	1,000	11,500	5,200	
Consolidated Edison Co. of N. Y., Inc.	2,650,000	2,628,400	1,375	172,000	10,000	1,000	6,500	115,000	106,000	12,000	3,800	9,600	221,000	9,000	
Niagara Mohawk Power Corp.....	869,730	853,900	2,586	51,840	18,980	6,835	7,480	5,636	23,800	16,238	2,250	9,224	12,180	2,793	
NEW JERSEY															
Public Service Electric & Gas Co.....	1,110,000	1,085,008	1,745	
Jersey Central Power & Light Co.....	177,800	170,074	2,466	12,000	4,400	4,000	2,000	8,000	5,350	500	1,800	5,400	1,200	
New Jersey Power & Light Co.....	83,647	80,447	2,765	3,400	2,900	1,900	600	265	1,800	200	450	175	
Atlantic City Electric Company.....	154,000	146,985	2,700	6,000	6,500	1,500	1,800	2,000	
PENNSYLVANIA															
Pennsylvania Power & Light Co.....	493,500	481,853	2,380	30,000	17,000	13,000	10,000	4,200	18,000	20,000	1,200	6,000	1,500	
Luzerne Electric & Gas Div., U.I.G. Co.	40,500	41,000	1,700	2,000	500	450	300	400	300	100	50	1,000	100	
Pennsylvania Power Company.....	70,116	68,167	3,020	3,900	2,000	1,120	1,180	300	2,250	2,950	400	1,950	1,200	200	
Northern Pennsylvania Power Co.....	33,160	32,446	2,829	2,200	1,350	900	750	1,200	90	500	150	
West Penn Power Company.....	313,000	303,072	2,720	15,000	8,000	5,200	4,200	1,200	6,800	12,300	1,100	6,000	5,500	450	
Duquesne Light Company.....	384,000	379,775	2,167	29,000	7,800	735	6,000	7,000	18,000	25,000	2,800	7,800	18,000	1,000	
Philadelphia Electric Co., System.....	813,650	791,544	2,415	62,000	21,000	8,000	8,000	32,000	9,000	5,000	
Pennsylvania Electric Company.....	298,500	293,772	2,330	17,560	8,125	3,400	4,535	1,200	10,120	13,960	1,020	6,175	8,125	
Metropolitan Edison Company.....	198,900	196,560	10,000	7,000	5,000	3,500	4,000	
Scranton Electric Company.....	83,559	82,897	1,000	1,859	722	

¹ Not permitted in most of territory.

			PRESENT SATURATION (Percent)														No. Dealers Serving Territory	Did Co. Merchandise in 1954?	Plan to in 1955?
Food Waste Disposers	Radio Sets	TV Sets	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condil.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	Food Waste Disposers	Radio Sets	TV Sets			
5	100	300	90	35	10	5	1	15	95	5	2	98	3	2	100	35	9	Yes	Yes
100	2,000	2,000	80	20	15	18	3	35	90	20	10	95	8	8	97	50	(Ly)150	No	No
120					19												450	Yes	Yes
					14												170	Yes	Yes
20			75	52	20			30	60			80					40	Yes	Yes
20																	125	Yes	Yes
200	3,000	5,000	88.5	40.7	18.3	14	3	30	80	3	6	82	5	4	98	75	75	Yes	Yes
1,200	50,000	75,000	91	22	4	2.3	.8	18.5	53	3.1	2.5	75	2.6	1.6	100	80	1,000	Yes	Yes
2,400	30,000	28,500	89.4	18.8	5.2	6.7	5.3	23.4	58.6	9.9	2.7	63	3.3	3.6	100	79.8	500	Yes	Yes
				37.5	7.3	8.5					3.3						154	No	No
15	400	1,200	75	5	6	4	3	20	80	10	1.5	90	1.5	1.5	97	45	18	Yes	Yes
30			97	48	24	6		23	58	5	3	90	5	1.5	+100	55	35	Yes	Yes
200			87	15	5	1	1	25	50		.5	75	.5	1			50	Yes	Yes
																	45	Yes	Yes
75	3,000	1,650	92	50	23	15	2	35	45	4	10	80	5	4	100	80	24	Yes	Yes
1,000	4,000	15,000	90	23	10	12	2	36	50	22	8	80	6	2	+100	80		Yes	Yes
800	15,000	17,000	+95	36	14.5	10	5.5	43	49	14	10	92	11	8	+95	80	115	Yes	Yes
400			95	31.8	15.4	11.3	1.3	25	54.3	8.3	3.5	85	4	1	99.8	69.5	600	Yes	Yes
		14,000	96.5	27.9	11.9	5	2	40	50.9	8.5	2.9		3.3			89.8	205	No	No
25	375	600	87	58	32	12	3	33	86	3	1	87	6	2	91	12	25	Yes	Yes

			PRESENT SATURATION (Percent)														No. Dealers Serving Territory	Did Co. Merchandise in 1954?	Plan to in 1955?
Food Waste Disposers	Radio Sets	TV Sets	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condil.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	Food Waste Disposers	Radio Sets	TV Sets			
				29	17												230	No	No
50			95	1	1	1	.5	20	50			90			100		115	Yes	Yes
			99	30	10	20	15	50	40	10	10	100	10	10	100	90	25	No	No
				19	5												300	Yes	Yes
2,000	30,000	25,000	95	21	9.7	14.4	2.1	33.8	58.2	4.9	7.3	95	3.6	5.3	+100	81.7	310	Yes	Yes
	20,000	45,000	92	28	13	13	1	17			6				98	60	1,000	No	No
	280,000	202,000	89.5	2.5		.8	11				1.6		1		+100	92.5	2,500	No	No
2,805	68,410	96,600	88	28	13	12	3	21	62	7	3	71	4	3	99	75	2,010	No	No
			90	4	1	.5	4	20	60	5	1	80	2	-1	99	85	2,000	Yes	Yes
(1)		14,000	94	18	16										95	85	231	No	No
			94	34	23	12	2	20	60	11	7	70			99	80	130	No	No
				48	32	12					4						250	Yes	No
1,000		72,000	91	40	19	17	2	20	75	10	5		4	2		55	1,390	Yes	Yes
100			78	18	8												70	Yes	Yes
150		7,000	90.6	34.2	15.5	11.8		18.8	71	22.5	12	70	1.6	2		58	176	Yes	Yes
		3,500	89.5	41.4	24.9	18.5		17.7		5.6			2.5			48.6	175	No	No
350	16,500	23,500	93	33	17	12	2	23	74	17	12	90	3	3	+100	78	900	No	No
2,500	60,000	54,000	98	17	2	8	5	24	80	19	10	93	3	4	+100	90	1,200	No	No
		120,000	82	22	11.5	7	7	75	→	5	6	80	3		+100	92	1,825	Yes	Yes
	19,335	31,710	90	35	13	12	1	20		16	7		3		100	62	800	No	No
			95	38	25	14					8						550	Yes	Yes
			88.5	31.8	6.6												63	Yes	Yes

ADDITIONAL CHARTS ON PAGE 268

Only Atlas has all three!



Model PB 20
3 speed 20" fan

the only window fan
with all of these
outstanding selling features...

- ① Portable
- ② Reversible
- ③ "Twist-of-the-wrist" installation



"Installed with a twist-of-the-wrist!"

Patented Atlas Exclusive!
Mere turn of the crank
locks separate fan frame
securely in any window
without tools, brackets or
marred woodwork. Truly
instant installation.

Models available from 12 through 30 inch size.
Write for complete information.



ATLAS TOOL AND MANUFACTURING CO.

5147 NATURAL BRIDGE

ST. LOUIS 15, MISSOURI



**"BE MY
GUEST"**



GO

**'ROUND THE WORLD
WITH WESTINGHOUSE**

Go to Madrid — Copenhagen — Paris

To Beautiful Bermuda or

To Romantic Mexico

"BE MY GUEST" *says Betty Furness*

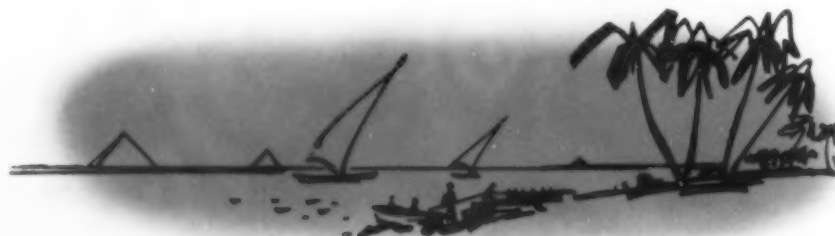
to WESTINGHOUSE TV-RADIO DEALERS

"Here's your Passport to Pleasure and Profit!"

Just imagine—a once-in-a-lifetime trip *around the world!* 30 glorious days! Play in gay Paris . . . romance in Rome . . . behold the mysterious Middle East—exotic Istanbul—captivating Cairo—strange New Delhi—breathtaking Bangkok . . . explore the Orient in historic Hong Kong—tantalizing Tokyo . . . do the hula in Honolulu . . . then on to sunny San Francisco.

But that's not all! For hundreds of lucky dealers, there's a thrill-filled trip to the famous capitals of Europe . . . Madrid—Paris—Copenhagen. And a wonderful week in Bermuda, the playground of the Atlantic—or Mexico's fascinating fiesta-land.

You heard about the sensational Westinghouse European Holiday of '53 . . . the fabulous Las Vegas Roundup of '54 . . . but, when Betty says, "Be My Guest," Westinghouse is going to top everything ever for fun and profits in '55. It's the most exciting travel-profit-pleasure promotion of all time . . . backed by the most beautiful TV-Radio line in the industry. So get on the Westinghouse TV-Radio bandwagon now! Sell America's fastest growing profit line, and see the world!





GO

'ROUND THE WORLD



WITH

WESTINGHOUSE

"BE MY GUEST" *says Betty Furness*

to Millions of TV-Radio Prospects

on BEST OF BROADWAY and STUDIO ONE

Yes, it's a two-way profit for you! Your customers, too, can win a trip around the world . . . a 30-day expenses-paid dream vacation for two! Or a 21-day tour of South America! A week in Paris! A week in Mexico or Nassau! Plus valuable Westinghouse merchandise prizes galore!

And when Betty says, "Be My Guest," to the millions of viewers on Best of Broadway and Studio One, week after week, your store will be stampeded with prospects. They'll come to you for their contest entry blanks. Thousands more will see the exciting "Be My Guest" display in your window. They'll all want to see the most beautiful picture in TV. They'll want to see radio's soundest values. They'll want to buy—and buy from you!

Here is the opportunity of a lifetime for you to build bigger sales and profits than ever before—and to earn for yourself the vacation of a lifetime. *Get your passport to pleasure and profits now!*



FOR ALL THE FACTS, MAIL COUPON AT ONCE

Rod Kershenstein, Sales Promotion Mgr.
Westinghouse Electric Corp.
TV-Radio Div., Metuchen, N. J.

Yes—I want my passport to pleasure and profits in '55! Please have the nearest Westinghouse distributor serving my area contact me immediately.

NAME

COMPANY

ADDRESS



Betty Furness says:

BE MY GUEST

Go 'round the world with Westinghouse!

See your Westinghouse distributor today

for your Passport to Pleasure and Profit



See New '55 WESTINGHOUSE TV-Radio

at our exciting new showrooms in the
Merchandise Mart, 11th Floor, Space 122

Chicago 54, Illinois



WESTINGHOUSE ELECTRIC CORP., TV-RADIO DIV., METUCHEN, N. J.



distributor executive says:

"We needed a well-designed short line with all the most wanted features—a line that would give us good discounts and higher net profits to pass on to our dealers."

...so they chose

Quicfrēz®



Imperial Model 102B refrigerator; push-button automatic defrosting; capacity, 10.2 cu. ft. Four other 1955 models, 5.6, 8.1 and 10.2 cu. ft.

Quicfrēz was the logical choice of Bill Frazier, vice president of L. P. G. Equipment Co., Orlando, Fla., in expanding the offering of independent lines to his company's dealer organization. Here's the way Mr. Frazier explains it:

"Quicfrēz produces only popular sizes, at mass market prices, and backs them up with effective local promotions. This keeps my inventory low, and we make a profit on every unit we sell. Our dealers have had the same experience, which helps account for their loyalty and for our increasing volume and acceptance in this market."

"We're completely satisfied with Quicfrēz and its potential, and, of equal importance, our dealers agree with us 100%. We're looking forward with great interest to your new 1955 line."

AND HERE IT IS—Quicfrēz for 1955! A short, active refrigerator line—five models packed with features, including new push-button automatic defrosting, space-engineered compactness, beautiful color styling. Four beautiful chest-type freezers and two great new uprights, in the most popular sizes—plus a 4.2 cu. ft. upright that's the most-publicized in the industry.

If you want to make 1955 a year to remember, follow Bill Frazier's lead; for good discounts, higher net profits, sell Quicfrēz.

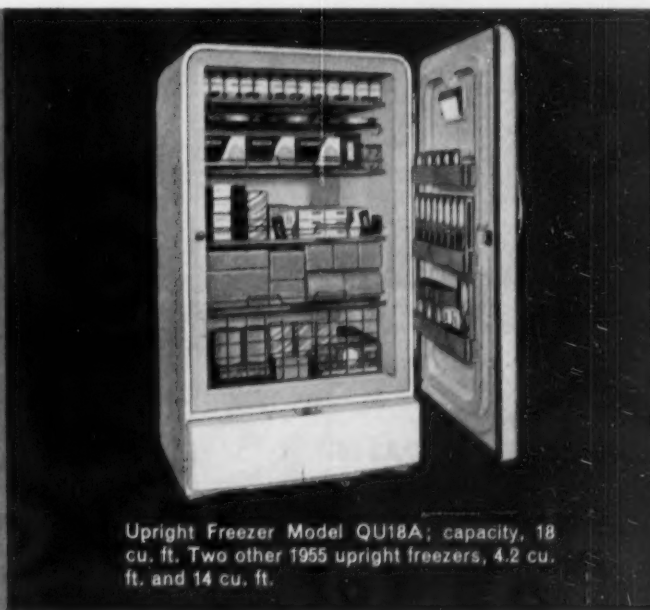
For literature on all models, write to:

Quicfrēz, Inc., Fond du Lac, Wisconsin

Manufacturers of fine refrigeration equipment for almost 50 years



Chest Freezer Model Q17E; capacity, 17 cu. ft. Three other 1955 chest-type freezers, 9, 13.2 and 20 cu. ft.



Upright Freezer Model QU18A; capacity, 18 cu. ft. Two other 1955 upright freezers, 4.2 cu. ft. and 14 cu. ft.

Look at all the sales you can make!



We're at BOOTH 295
AT THE
Housewares Show

Dormeyer



Fabulous New FRENCH-FRY SKILLET

Best buy in electric fry pans because this one comes with its own deep fry basket and lid—no extras to purchase! Big, too! 11" wide, 3" deep. Will cook stew for 8, or bake a cake, warm rolls, fry everything, pop corn, etc. Chrome-finished cast aluminum. Model 6400.

Retail, **\$24.50**

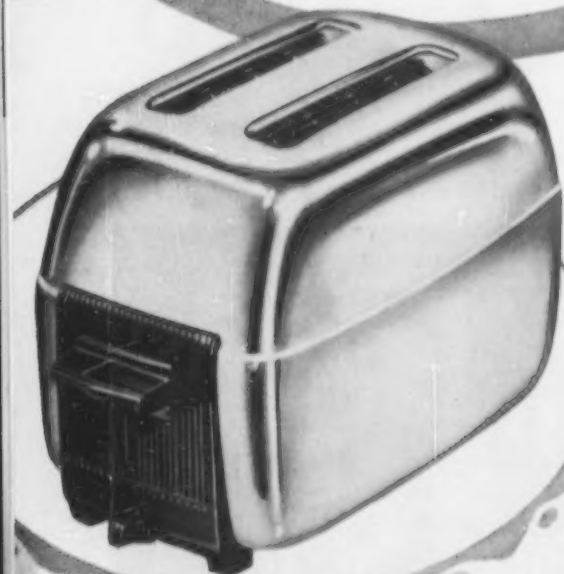


New All-Chrome SILVER-CHEF

Look what you get in this fabulous chrome mixer with stainless steel bowls! Includes all accessories at listed price. Built-in power drive—no awkward adapters. 10-speed dial selector, Magic-Mix arm. Beaters release automatically. Portable mixing head. Model 4300.

Retail, **\$54.95**

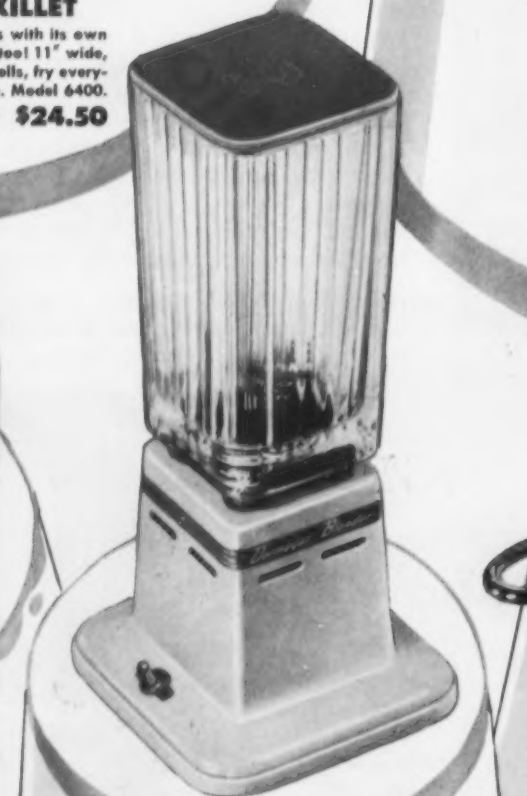
Also available in white enamel. Model 4201. **\$45.95**



Super POP-UP TOASTER

Tops in quality and beauty. Completely automatic. Needs no preheating; toast pops up when done. Extra wide slots to accommodate English muffins or bread of any thickness. Timer sets to any shade and degree of crispness. Easy clean crumb tray. Mirror finished chrome. Model 6501.

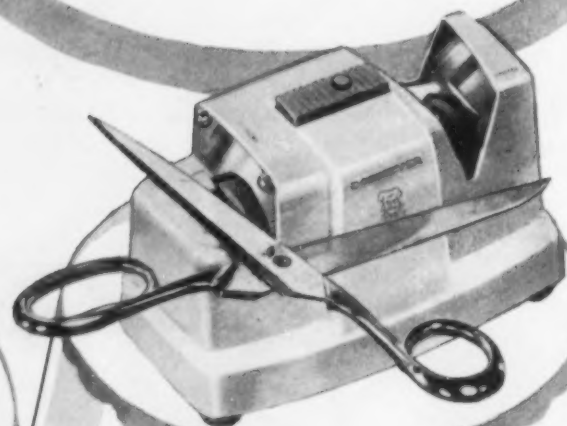
Retail, **\$19.75**



Food 'n' Drink BLENDER

Big—holds 32 ounces! Stainless cutlery steel blades liquify, shred, grind, blend, whip, beat, pulverize, mix, puree, grate . . . will even churn butter! Gives you years of fun in your kitchen. With recipe book. Model 5902.

Retail, **\$33.95**



Double Duty EDGE-WELL

Sharpens all types of scissors and knives—large, small, hollow-ground or scalloped. Absolutely safe for operator and cutlery. Quick, easy-to-use. Blades fit naturally at perfect angle for best results. Separate slots for knives and scissors. Lightweight, compact, powerful. Easily stored. Model 14.

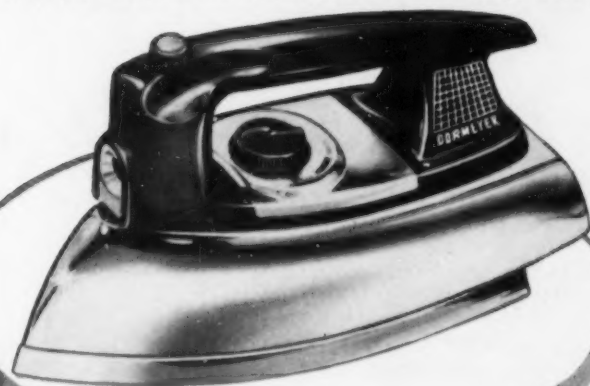
Retail, **\$14.95**

DORMEYER

Spring Carnival

HEAVY SPRING ADVERTISING—ALL IN BIG PUBLICATIONS—PLENTY OF NEW ITEMS—WILL MAKE THIS THE HOTTEST, MOST PROFITABLE LINE TO FEATURE

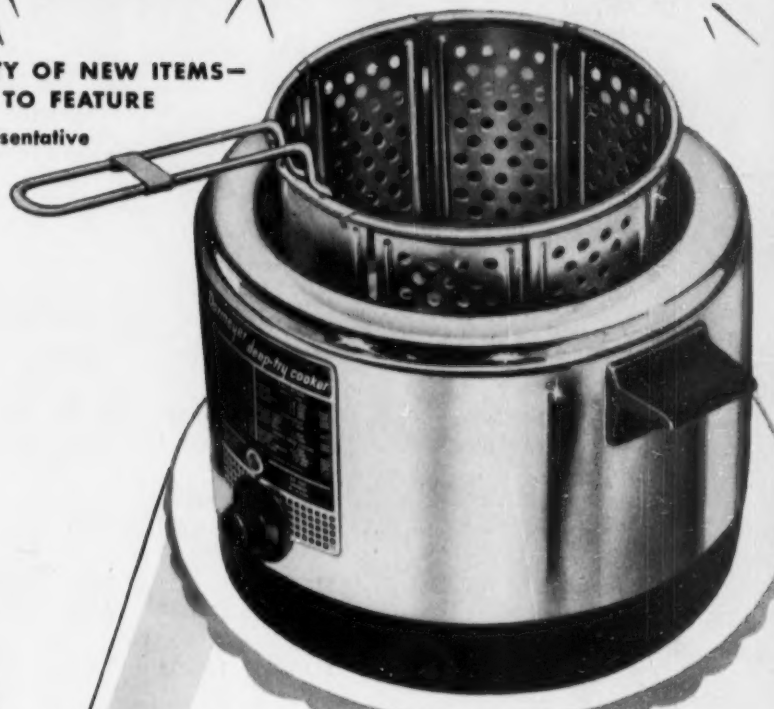
Get all the details at the Housewares Show or call your Dormeyer representative



Steam and Dry IRON-WELL

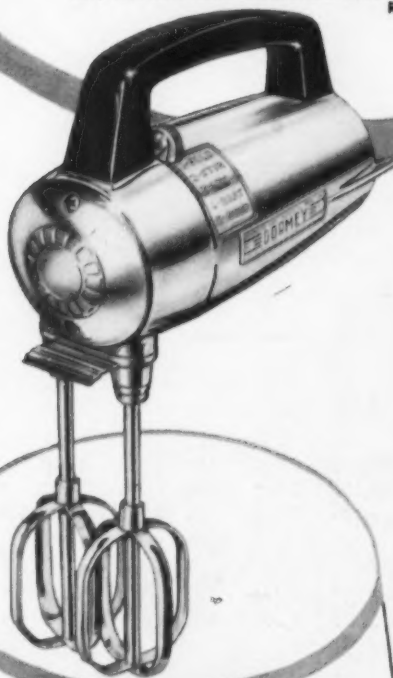
This double-duty iron switches from dry to steam in a second. Built-in funnel—holds eight full ounces—uses tap water in most areas. Lightweight with large soleplate. Thermostatically controlled fabric dial indicator. Model 12.

Retail, **\$18.95**



Cook-All DEEP-FRY COOKER

Top quality! Top performance! Sensationally low priced. Combination deep fryer-cooker does everything—makes soup, stew, casseroles, too! Even pops corn! And, of course, deep-fries everything. Automatic thermostatic control with "Jewel" signal light. 4-quart capacity. Model 6200. Retail, **\$18.95**



New! Portable "SILVER DORMEY"

Lifetime mirror finish won't peel, chip, crack or stain—ever! Has all big-mixer features—Dial Selector with 5 full-powered speeds, full size stainless steel beaters, automatic release. Stands on end for easy draining. Extra lightweight. Free recipe book. Model 7600.

Retail, **\$21.50**

Also available in white enamel, **\$19.50**
Model 7500.



Perfect Brew COFFEE-WELL

The most adaptable electric coffee maker available! Perfect Perk Selector lets you make 3 different strengths of coffee at one brewing. "Warm or Brew" selector gives it complete versatility. Perks 4—10 cups. Chrome plated aluminum finish. Model 6900.

Retail, **\$24.50**



New HURRI-HOT Electric-Cup

Nothing like it! Warms, cooks, boils—in a hurry. Grand for baby's bottles. Makes 4 cups instant coffee, tea, etc. Boils eggs. Heats soups. Plugs in anywhere! Chrome-finished exterior. Copper interior with satin-chrome finish for easy cleaning. 3-way heat control. Removable egg rack. Weighs less than 3 lbs. Model 6700. Retail, **\$14.95**

CORPORATION

KINGSBURY & HURON STS., CHICAGO 10

All Dormeyer appliances are approved by Underwriters' Laboratories, Inc. Factory guaranteed by Dormeyer.

*We've a new full line
of Power Tools, too!*

Preview Them
at the Housewares Show



Electrical Appliance Market Data by Regions (Continued)

SOUTH ATLANTIC	No. of Customers (Domestic)		Average KW-Hour Consumption	1954 SALES OF ELECTRICAL APPLIANCES, RADIO AND TV (UNITS)												
	Dec. 31, 1954 (Estimated)	Dec. 31, 1953 (Actual)	1954	Refrig- erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers		
DELAWARE																
Delaware Power & Light Company (Northern Division).....	64,040	61,310	2,468	2,000	1,100	500	600	1,200	2,000	1,500	300	500	3,000	200		
MARYLAND																
Consolidated Gas, Electric & Power Company of Baltimore.....	406,800	393,906	1,960	36,210	6,675	5,350	3,500	6,600	← 13,300 →		1,430	2,500	20,850	3,000		
Potomac Edison Company.....	128,352	125,130	2,860	7,800	6,500	3,250	3,200	1,875	5,000	7,000	385	2,000				
Delaware Power & Light Company, (So. Div.).....	56,893	54,643	4,000	3,500	1,800	2,000	1,200	2,500	2,300	500	700	3,500	300		
Eastern Shore Public Service Co., (Md.).....																
Eastern Shore Public Service Co., (Va.).....																
DISTRICT OF COLUMBIA																
Potomac Electric Power Company..	277,178	265,904	2,523	35,715	5,706	786	3,912	8,625	14,106	3,958	935	3,403	15,785	3,746		
VIRGINIA																
Appalachian Electric Power Co....	412,000	407,620	2,290	24,000	11,200	5,000		
Virginia Electric & Power Company..	547,000	526,177	2,810		
WEST VIRGINIA																
Monongahela Power Company.....	180,100	178,051	1,635	9,500	3,600	480	3,800	600	5,760	5,500	225	1,800	9,500	275		
Wheeling Electric Company.....	37,000	36,732	1,980	1,050	275	300	100	775		
NORTH CAROLINA																
Carolina Power & Light Company...	314,800	308,884	3,275	33,500	25,000	10,500	9,000	1,750	14,000	5,000	300	750	500		
Duke Power Company.....	513,000	493,052	3,770	37,000	37,400	26,570	7,800	31,560	2,840		
SOUTH CAROLINA																
South Carolina Electric & Gas Co...	135,000	129,635	3,400	15,500	5,776	4,500	3,000	5,080	7,000	4,500	1,500	1,000	1,800		
GEORGIA																
Savannah Electric & Power Company	45,000	43,415	2,900	6,900	3,500	2,500	3,000	1,700	4,000	3,000	100	300	1,000	200		
Georgia Power & Light Company...	29,680	27,868	2,910	3,170	1,485	625	935	650	905	1,515	55	65	175	50		
Georgia Power Company.....	482,000	462,324	3,149	47,000	26,200	8,800	17,500	20,000	35,000	48,000	2,000	5,000	24,000	18,000		
FLORIDA																
Florida Power Corporation.....	150,000	138,475	2,738	11,185	6,825	6,110	1,605	2,945	4,775	3,575	130	445	1,335	445		
Tampa Electric Company.....	98,600	92,093	3,050	10,000	5,600	2,500	2,000	2,000	5,500	4,000	175	350	250		
Florida Power & Light Company...	402,000	370,679	2,980	45,000	22,000	16,000	5,000	18,000	20,000	7,200	300	2,500	6,500	2,500		
Gulf Power Company.....	63,234	59,526	3,064	3,200	2,500	1,700	1,150	1,300	900	150	375	900	900		

(Ly) Figures from last year's report.

WEST SOUTH CENTRAL	No. of Customers (Domestic)		Average KW-Hour Consumption	1954 SALES OF ELECTRICAL APPLIANCES, RADIO AND TV (UNITS)											
	Dec. 31, 1954 (Estimated)	Dec. 31, 1953 (Actual)		1954	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers
ARKANSAS															
Arkansas Power & Light Company....	235,296	228,475	1,800	16,817	2,772	411	5,376	11,611	8,198	8,384	566	
LOUISIANA															
Southwestern Gas & Electric Company.	148,712	143,797	1,850	15,000	1,150	350	5,050	11,000	10,050	7,500	350	750	3,000	600	
New Orleans Public Service, Inc.....	145,800	142,783	2,179	20,000	400	4,800	13,000	15,500	5,500	700	1,000	5,000	1,500	
Louisiana Power & Light Company...	168,200	161,658	1,687	13,000	3,000	1,200	8,000	9,000	9,000	7,000	400	2,000	2,000	
Central Louisiana Electric Co., Inc.....	80,475	78,872	1,525	
OKLAHOMA															
Oklahoma Gas & Electric Company...	262,460	256,369	1,850	16,038	3,817	175	5,000	26,232	← 12,000 →	1,515	1,500		
Public Service Co. of Oklahoma.....	178,500	172,695	2,000	6,200	4,650	200	2,000	12,000	5,500	2,500	900	1,400	4,000	2,000	
TEXAS															
Cent. Power & Light Co., Corpus Christi	170,000	159,200	1,825	12,500	2,200	600	3,600	5,000	9,000	8,000	400	650	400	
West Texas Utilities Company.....	77,000	75,420	2,000	5,000	3,000	1,000	1,200	1,500	2,000	1,000	200	200	300	200	
Southwestern Public Service Company.	122,472	117,992	1,799	9,790	2,755	298	3,890	1,270	11,980	4,120	600	2,344	420	
Electric Dept., City of Austin.....	41,000	39,553	1,900	
City Pub. Serv. Bd., San Antonio....	135,712	132,808	1,902	12,000	500	100	5,000	12,000	14,000	5,000	350	150	4,000	1,000	
Texas Power & Light Company.....	262,700	254,217	1,765	26,500	8,000	850	23,000	29,500	← 22,000 →	2,100	5,000	6,600	2,750		
Gulf States Utilities Company.....	208,000	199,291	2,082	16,000	5,000	1,200	4,500	12,000	500	1,000	
Houston Light & Power Company...	335,000	320,758	2,660	25,000	3,500	500	10,000	38,000	24,000	6,000	150	2,500	15,000	1,800	
El Paso Electric Company.....	61,300	56,771	2,500	7,000	2,000	1,500	1,200	1,400	425	375	
Dallas Power & Light Company.....	176,384*	175,341	2,800	11,709	2,938	67	1,725	29,537	10,705	2,158	299	982	2,007	
Texas Electric Service Company.....	220,000	209,708	2,350	20,000	3,000	100	5,000	10,000	20,000	6,000	1,500	1,700	2,000	

* Aug. 31, 1954.

			PRESENT SATURATION (Percent)															No. Dealers Serving Territory	Did Co. Merchandise in 1954	Plan to in 1955
Food Waste Disposers	Radio Sets	TV Sets	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condil.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	Food Waste Disposers	Radio Sets	TV Sets				
100	2,000	3,600	90	17	8	5	6	←	95	→	8	3	85	3	1	98	80	110	Yes	Yes
3,000	21,700	25,140	84.3	12.8	6.2	5.2	7.4	←	69.4	→	4	2.1	45.7	2.6	2.7	87.7	92.8	Yes	Yes
.....	92.2	45.5	25.2	260	Yes	Yes
100	6,000	5,000	90	23	15	20	10	26	70	4	3	80	1.5	.8	95	45	215	Yes	Yes	
5,898	51,023	43,610	94.6	14.7	2.3	7.5	10.9	18.9	32.9	9.9	4.6	49.4	5.3	7.5	+100	84.8	295	No	No	
.....	47.5	16.9	3.3	1,400	No	No
.....	90	20	19	5	80	30	1,800	No	No	
310	10,500	14,500	86	16	3	2.8	.1	8.8	82	6.8	3.4	75	1	1.6	98	23	350	Yes	Yes	
.....	3,500	90	22.2	5.6	7.9	+100	60	55	Yes	Yes	
300	40,000	29,000	100	62	41	12	1.3	13	64	2	1	70	1.5	1	+100	10	1,250	No	No	
.....	85	60	47	3	1,400	Yes	Yes	
1,400	22,000	80	35	18	8	4	26	25	5	3	7	4	95	22	245	No	No	
100	8,000	16,000	90	39	35	16	7	15	25	10	35	2	1	98	60	75	Yes	Yes	
40	3,145	2,500	96	44	28.2	9.9	4.1	15.4	37.7	1.9	.8	21.2	1.4	.8	98	15.5	135	No	No	
2,000	87	40	28	24	3	23	34	5	2	65	3	2	51	(Ly)1,750	Yes	Yes	
225	8,035	12,000	92.4	46.4	41.8	5.4	5	16.2	34.9	3.3	1	34.1	2.1	1.2	98	16.4	390	No	No	
200	20,000	96	49	27	12	7	154	No	No	
1,500	40,000	65,000	91.1	46.1	50.2	6.6	5.2	28.4	21	2.3	43.3	1,619	No	No	
700	5,000	28,500	94.3	40.4	34.4	9.3	3	28.3	37.4	2.1	1.1	40	1.5	1	97	55	78	Yes	Yes	

			PRESENT SATURATION (Percent)															No. Dealers Serving Territory	Did Co. Merchandise in 1954?	Plan to in 1955?
Food Waste Disposers	Radio Sets	TV Sets	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	Food Waste Disposers	Radio Sets	TV Sets				
.....	51,725	89.1	12.8	3	15.1	11.1	21.6	51	1.8	45.4	1,060	No	No	
300	30,700	88	6.6	2.1	10.5	5.6	23.4	36.6	4.3	1.2	2.4	1.8	31.3	491	No	No	
1,000	27,000	29,000	91	-1	14.5	21.9	←	75	→	9.1	1.6	35	5.6	2.5	98.3	85	239	No	No
750	14,000	80	7	4	21	8	35	48	6	5	6	2	98	30	650	No	No	
.....	104	Yes	Yes	
2,000	18,593	25,000	90	8.4	.8	7.6	15	98	66	750	No	No	
4,000	3,500	30,000	90	10	1.1	6	15	40	50	7	9	85	5	7	92	70	350	No	No	
250	14,000	80	11.5	2.5	16.5	10	28	42	3.1	1.3	1.9	1.2	95	20	500	No	No	
200	2,500	3,000	92	20.2	6.6	3.5	5	40	60	5	-1	60	12	12	95	10	180	Yes	Yes	
.....	22,250	264	No	No	
.....	98	5	1	10	10	20	50	5	10	85	5	5	95	30	(Ly) 30	No	No	
500	20,000	30,000	140	No	No	
.....	24,500	30,000	93.5	9.6	.9	23	26.9	←	28.4	→	2.9	3.8	9.2	3.7	99.5	28.4	660	No	No
.....	40,000	85	20	6	15	14	95	35	300	Yes	Yes	
1,800	37,000	35,000	87	6.7	1.3	19.2	20	40	37	5.3	3.5	49	4.9	2.1	99	74.9	450	No	No	
.....	19,500	96.2	27.2	20.4	13.9	4.1	1.3	2.4	81.6	82	Yes	Yes	
1,904	15,605	11,709	88	10	-1	12	52	43	24	9	6	7	4	79	200	No	No	
1,500	30,000	95	9	.4	11	11	40	40	8	2	2	2	98	65	400	No	No	

ADDITIONAL CHARTS ON PAGE 272



For real sales *action*...you can't do

Automatic Dishwasher Action... *KitchenAid* is the dishwasher that adds real action to your sales...the dishwasher that *really* moves. Why?

Only *KitchenAid* has the sales features that your customers want!...the "years-ahead" features that make *KitchenAid* truly different. For example:

Only *KitchenAid* has the powerful Hobart *revolving wash action*...the "really clean" action proved in more than 50 years' experience in commercial dishwashing machines. This action gets dishes clean the first time...without pre-rinsing. Only *KitchenAid* has a separate motor and blower fan that assures fast, thorough drying.

And, *KitchenAid* provides true user convenience with easy, front-opening door, independently sliding, durable plastisol-coated racks for most convenient loading and

unloading. Upper rack is adjustable to accommodate tallest glasses, larger pots and pans.

The *KitchenAid* line is complete, gravity-drain, pump-out and portable models—7 in all—to fit any kitchen...white, stainless steel or antique copper fronts...or can be finished to harmonize with kitchen cabinets. It's the line that really moves...that sells itself (without trade-ins), as is shown by the fact that almost half of all *KitchenAid* owners saw one in a friend's home...and then bought one!

So, for real sales action...for the quality dishwasher that has the exclusive features your customers want, display and demonstrate *KitchenAid*. For information write Dept. KEM, *KitchenAid* Home Dishwasher Division of The Hobart Manufacturing Company, Troy, Ohio. In Canada: 175 George St., Toronto 2.

KitchenAid

The Finest Made _____



Action photo made with Deardorff View camera, equipped with 9 1/2-inch Goerz Dagor lens. 3 flashlight bulbs attached to various levels of beater. Exposure: 3 seconds at F4.5.

better than *KitchenAid*

Food Mixer Action... *KitchenAid* is the finest food mixer on the market...because it's so different...so much better!

For sales action, just turn it on...let your customers see for themselves how completely different...completely better...exclusive "round-the-bowl" mixing action is! Actually, it's a sales story in itself...to watch the big single beater travel "round-the-bowl," rotating as it travels. They'll see how it eliminates any "dead spots" in the mixing bowl...why it mixes so much more thoroughly and so much faster.

Then show them the convenient "up front" mixing guide...point out the "plus" power of the Hobart-designed motor that operates the full line of attachments with ease...without need for an expensive power booster. Demonstrate the full line of useful attachments...can opener, meat grinder, vegetable slicer, colander and sieve, fruit juicer, ice cream freezer and many others.

And, don't overlook the fact that you make *more profit* per sale with *KitchenAid* than any other food mixer. Display and demonstrate *KitchenAid*...the food mixer that can build profits for you. For information, write Dept. KEM, Electrical Housewares Division, The Hobart Manufacturing Co., Troy, Ohio.



COFFEE FLAVOR ACTION. Grind some coffee for your customers...let them smell the aroma...tell them the fresh-coffee story, and you've got real sales action. The *KitchenAid* Electric Coffee Mill assures freshly ground coffee at the touch of a switch. Don't forget they'll get more cups of better tasting coffee per pound...another important sales point these days.

The quality appliance line by the
World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines



Electrical Appliance Market Data by Regions (Continued)

EAST NORTH CENTRAL	No. of Customers (Domestic)		Average KW-Hour Consumption	1954 SALES OF ELECTRICAL APPLIANCES, RADIO AND TV (UNITS)												
	Dec. 31, 1954 (Estimated)	Dec. 31, 1953 (Actual)	1954	Refrig- erators	Ranges	Water Heaters	Freezers	Room Air Condil.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers		
OHIO																
Dayton Power & Light Company...	200,000	192,874	2,625	13,000	5,600	2,750	2,800	1,200	8,100	8,000	750	4,000	7,500	500		
Columbus & Southern Ohio Electric.	210,000	201,496	2,250	13,500	4,600	1,700	2,300	6,000	2,500	4,500	1,690		
Cleveland Electric Illuminating Co. .	436,700	422,674	2,645	40,000	12,000	5,200	8,500	3,000	22,500	12,000	3,000	13,000	17,500	2,400		
Central Ohio Light & Power Co.	22,000	21,290	3,100	1,500	500	800		
Ohio Power Company.....	354,000	346,705	2,850	21,000	9,000	12,000		
Toledo Edison Company.....	156,411	153,867	2,939	15,000	6,000	2,600	2,400	8,000	3,500	5,700	900		
Ohio Edison Company.....	450,200	439,004	2,995	26,000	13,500	7,500	4,800	1,400	14,000	8,000	2,000	10,000	12,000	800		
Ohio-Midland Light & Power Co. . .	13,333	12,534	450	300	250	175	100	300	200	100	200	200	15		
Cincinnati Gas & Electric Company & Union Light, Heat & Power Co.	325,000	317,000	2,320	34,000	7,500	4,300	8,000	2,000	16,500	26,000	2,400	4,500	26,000	1,900		
INDIANA																
Indianapolis Power & Light Company	164,000	159,368	2,920	12,000	3,600	2,200	3,200	3,000	4,000	2,000	500	4,000	1,200		
Richmond Mun. Elec. Lgt. & Power	13,486*	13,367		
Indiana & Michigan Electric Company	230,800	223,780	3,650	10,000	8,500	10,000		
Public Service Co. of Indiana, Inc. .	298,000	290,863	2,640		
Southern Indiana Gas & Electric Co.	55,850	54,657	2,800	3,500	1,000	1,500	750	1,750	2,000	2,500	100	400	1,500	100		
ILLINOIS																
Illinois Power Company.....	275,000	270,303	1,995		
Central Illinois Public Service Co. .	187,600	185,474	2,090	10,864	3,426	2,011	3,864	3,698	7,388	1,651	264		
Central Illinois Light Company.....	105,000	102,098	2,550	4,900	1,100	1,200	1,800	2,000	5,000	3,000	1,200	4,000	4,000	200		
Commonwealth Edison Company...	1,563,000	1,523,416	2,230	155,000	19,800	7,100	16,300	30,000 ¹	65,100	43,900	2,800	12,000	125,000	3,500		
Central Illinois Electric & Gas Co. .	48,770	47,516	2,360	3,000	500	400	800	1,000	1,800	2,200	200	700		
MICHIGAN																
Consumers Power Company.....	669,210	647,922	3,074	33,750	16,200	900		
Board of Water & Electric Light Comms, Lansing.....	36,476	35,865	3,400	3,800	2,300	900	1,100	2,600	2,400	400	2,000	7,000		
Dept. Mun. Service (Wyandotte)...	11,388*	11,295	1,920		
Detroit Edison Company.....	1,005,000	974,454	2,650	85,000	25,000	14,000	7,000	10,000	60,000 ²	10,000	15,000	5,000		
Upper Peninsula Power Company...	18,800	18,669	2,360	900	600	700	75	350	700	50	200	150	5		
Edison Sault Electric Company.....	9,450	9,281	2,300	846	449	251	173	266	502	104	159		
WISCONSIN																
Wisconsin Power & Light Company.	156,369	153,214	2,550	4,630	4,500	5,900	3,130	330	3,700	2,680	900	2,540	8,200	610		
Wisconsin Public Service Corp.	130,557	127,537	2,500	3,600	2,500	2,500	3,200	600	2,700	1,500	800	2,700	500		
Lake Superior District Power Co. . .	16,900	16,424	3,150		
Wisconsin Electric Power Co.	390,000	388,599	3,125	20,000	10,000	8,000	5,000	10,000	1,000	8,000	1,500		

* Aug. 31, 1954.

1. It is estimated half the room coolers were residential installations and half were commercial.

2. Sept. 31, 1954.

EAST SOUTH CENTRAL	No. of Customers (Domestic)		Average KW-Hour Consumption	1954 SALES OF ELECTRICAL APPLIANCES, RADIO AND TV (UNITS)												
	Dec. 31, 1954 (Estimated)	Dec. 31, 1953 (Actual)		1954	Refrig- erators	Ranges	Water Heaters	Freezers	Room Air Condil.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers	
KENTUCKY																
Louisville Gas & Electric Company...	143,400	139,381	2,225
Kentucky Utilities Company.....	189,561	184,773	2,163	20,170	10,180	3,778	5,385	3,415	4,656	13,268	660	1,388	3,560	529		
Kentucky Power Company.....	78,500	78,418	1,940	1,000	3,600	1,350	500	500	950	100		
TENNESSEE																
Knoxville Utilities Board.....	63,000	59,190	7,100	5,400	4,900	2,500	1,400	1,800	2,000	2,500	400	500	300		
Electric Power Bd. of Chattanooga...	66,650	64,828	8,506	4,940	5,112	4,295	850	6,000	3,000	2,400	70	600	4,000	300		
Nashville Electric Power Board.....	94,200	90,494	7,500	6,250	5,100	4,800	1,800	9,000	900		
Kingsport Utilities, Inc.....	17,300	17,182	5,500	1,100	900	225		
Memphis Light, Gas & Water Div....	132,850	128,805	2,450	11,000	2,000	500	5,000	16,000	6,500	7,000	500	1,000	5,000	1,700		
ALABAMA																
Alabama Power Company.....	468,127	456,522	2,697	41,000	22,200	7,800	9,250	8,700	19,600	20,400	525	1,850	14,300	1,450		
MISSISSIPPI																
Mississippi Power & Light Co.....	135,770	129,217	1,736	9,000	2,500	200	2,200	2,500	1,500	800	100	300	300		
Mississippi Power Company.....	78,153	75,837	1,878	5,200	850	150	1,000	3,500	1,500	850	25	200	300	200		

			PRESENT SATURATION (Percent)														No. Dealers Serving Territory	Did Co. Merchandise in 1954?	Plan to in 1955?
Food Waste Disposers	Radio Sets	TV Sets	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condil.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	Food Waste Disposers	Radio Sets	TV Sets			
450	14,000	17,500	92	23	14	13	1.5	28	65	12	10	85	2.5	3	97	87	331	Yes	Yes
3,000		12,000	96	22	7	8		25	65		10	85	6	7	96	80	300	No	No
2,500	64,000	48,000	92	23.5	9.5	11.5	1.5	27	64	19.5	12.5	87	4.5	5.5	97	83	591	No	No
				45.6	18						13.3						80	No	No
				53.1	21.5						7.2						1,000	Yes	Yes
2,200		16,000	96	40	15	14					16					80	175	Yes	Yes
2,500		50,000	97	37	13.5	7	2	16	72	15	8	82	2	3.5		68	815	Yes	Yes
100	300	500	90	35	25	25	1	2	70	15	15	70	1	10	90	50		No	No
3,000	56,000	45,000	92.5	16	8.1	16.5	2.1	23.7	62	9.7	5.4	75	3.3	4.4	100	90	810	No	No
1,000		6,000	98	33	15	14	2	30	60	15	9	87	3	4	99	85	250	Yes	Yes
																	25	No	No
			96	55.3	35.9	15					12.1				99	70	1,000	Yes	Yes
			80	35	20	13											990	No	No
150	4,000	12,000	95	35	22												99	Yes	Yes
			80	19	7	.5												Yes	Yes
485		23,019	89.3	26	13.1	11.7					2.8					24	703	No	No
500		8,000	90	22	8	6	3	18	70	13	10	80	1	3	98	18	270	Yes	Yes
5,000	285,000	125,000	89	12	6	5	6.1	17	43	7	4	81	1	2	97	80	2,000	Yes	Yes
	3,000	8,000	93	12	9	13	5	16		4	6					63	46	No	No
			86.3	35.4	12.5												2,129	Yes	Yes
		9,000	98	80	25	24		26	74	20	15	90			96	90	45	No	No
			95	75	8	10	8	35	60	32	20	95	12	15	100	80	55	No	No
15,000	30,000	100,000	92	35	10	8	3	← 92 →	18	13	82	2	5	100	85		1,200	Yes	Yes
5	200	700	70	55	20	1		1.5	90	.5	1	75	.5	.5	95	.5	90	Yes	Yes
			80	65	25	6	1	20	50	5	5	60	5	5	75	5	35	No	No
500		32,000	93	32	27.5	13.8	.1	11.5	66.9	7	6.5	77.5	1.8	2.4		50.2	609	Yes	Yes
600			72	27	20	10		10	75	7.8	5		1.8	1.5			1,070	Yes	Yes
																	128	Yes	Yes
2,000		20,000	93	32	21	13	1	18	64	15	8	90	3	5	100	90	800	Yes	Yes

			PRESENT SATURATION (Percent)														No. Dealers Serving Territory	Did Co. Merchandise in 1954?	Plan to in 1955?
Food Waste Disposers	Radio Sets	TV Sets	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condil.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	Food Waste Disposers	Radio Sets	TV Sets			
																	190	No	No
423	20,562	20,024	91.6	31.4	19.2	9.4	2	10.3	65.8	4	3.1	65.8	2.3	1.5	+100	22.4	650	No	No
100		1,000	90	37.4	10	5					3				90	25	280	Yes	Yes
200		18,000	97	80	65	20	15			18	6	70	12	10	100	59	95	No	No
100	4,000	15,000	99	90	67	15	22	← 82 →	20	12	78	5	3	100	35		90	No	No
		16,500	93	77	55	6											105	No	No
				79	64.1						4.2						40	No	No
1,200	16,500	32,000	85	10	4.5	12	18	34	71	10.5	5	85	11	5	97	74	224	No	No
1,025	45,000	55,000	80.6	34.5	16.5	9.9											1,200	Yes	Yes
			80	14	2	11	14	← 20 →	4	2.5		2	1	100	20		500	No	No
50	3,500	5,200	85	14.5	4.4	8.1	11.4						2	1		17.3		Yes	Yes

ADDITIONAL CHARTS ON PAGE 276

Magnavox... quality,

THE NEW MAGNARAMA 24—THE BIG SCREEN OF TV FOR \$249.50



- REVOLUTIONARY IN PERFORMANCE, style, and value! New functional styling makes the 24" Magnarama the most beautiful TV in America.
- SETS THE PACE for the big 24-inch market in 1955!
- BIGGEST SCREEN—100 sq. in. more picture in a cabinet no larger than the average 21" table set.
- REALLY CONVENIENT TUNING with controls on top of the cabinet where you can see and reach without stooping.
- CONCEALED CONTROLS—raised cover acts as sound projector, automatically shuts off set when closed.
- TWO-SPEAKER, front-projected sound makes pictures talk.
- ALUMINIZED TUBE combined with Chromatone Optical Filter provides movie-like picture quality.
- MAGNATRONIC "600" FULL TRANSFORMER-POWERED, 41-megacycle, 21-tube chassis with Magnavox Cascade Tuner makes the Magnarama 24 an incomparable value—only \$255.00 complete with stand.
- FULL-PAGE AD dramatizing this model in January national magazines reaching over 44 million people. Delivery now.

NO OTHER LINE HAS ALL THESE SALES-MAKING FEATURES!

265 sq. in. 21-inch picture tubes, aluminized tube combined with Chromatic Filter—Reflection Barrier—multiple speaker, front-projected sound—true high fidelity sound, push-pull audio power up to 10 watts—most convenient top tuning—concealed controls—new style concept which makes Magnavox TV the most compact and most beautiful sets on the market.



Radio-Phono-TV Combination in a complete home entertainment center. Compact, beautifully proportioned furniture. Includes powerful AM-FM radio, 3-speed changer, 2 Magnavox speakers with Model 250 chassis. Years-ahead contemporary styling. Modern Theatre MV172LC, genuine mahogany, \$398.50.



The Gem of TV Encased in Genuine Mahogany. Cover conceals controls; when raised, projects 2-speaker sound forward; when closed, automatically shuts off set. This is the beautiful Telerama, Magnavox Model MV141LD, complete with stand (VHF), \$239.50.



Deluxe TV with Magnosphere Chassis—2 speakers, front-projected sound, phono jack, tone control. Built-in antenna and mobile table make every room a TV room. (Also available in oak and cherry.) MV114LD, Magnarama 21, genuine mahogany (VHF), \$249.50.



Big Picture 335 sq. in. combined with fine furniture. Deluxe chassis, stand-up tuning, coaxial hi-fi speakers, chromatic filter, all refinements of finest TV. Hand-rubbed genuine mahogany, fine-furniture styling. Videorama 24 (VHF), \$349.50.



Compact Cabinet With TV-Radio-Phonograph. Base drawer slides out. Automatic 3-speed phonograph, AM radio, and two speakers. MV121LK Magnavision Concerto, \$299.50.



Hi-Fi Sound 12" and 5" Speakers; picture detail obtainable only with aluminized tube and optical filter. Top tuning, concealed controls. MV1521C. VIDEO THEATRE, mahogany (VHF) \$279.50. Also available in lined oak.



Innovation in Top-Tuning Console. New convenience and "no-bend" tuning. Most compact, lovely to look at... controls concealed by sliding panel, 2 speakers. Choice of 3 beautiful marproof Magnatex decorator colors. MV151LC, New Yorker (VHF), \$249.50.

Electrical Appliance Market Data by Regions (Continued)

WEST NORTH CENTRAL

WEST NORTH CENTRAL	No. of Customers (Domestic)		Average KW-Hour Consumption	1954 SALES OF ELECTRICAL APPLIANCES (UNITS)												
	Dec. 31, 1954 (Estimated)	Dec. 31, 1953 (Actual)	1954	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condlt.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish Washers		
MINNESOTA																
Otter Tail Power Company.....	69,000	68,331	2,600	3,000	2,000	750	1,500	200	750	500	500	500	500	200		
Northern States Power Co., & Subs..	498,000	485,180	2,610	30,000	8,000	7,500	10,000	1,000	10,000	15,000	3,500	7,000	8,000	1,500		
Minnesota Power & Light Company	52,350	51,344	2,800	3,445	2,358	2,021	1,050	1,981	2,329	205	1,536	1,989	93		
Montana-Dakota Utilities Co.....	63,000	51,000	2,600	2,500	1,800	700	1,000	300	1,200	500	150	1,000	800	200		
IOWA																
Iowa Public Service Company.....	98,169	96,431	2,151	5,000	1,300	1,300		
Iowa Electric Light & Power Co.....	113,044	104,273	2,413	10,060	15,070	6,690	2,775	2,480	5,715	1,905	915	2,482	4,380	3,150		
Iowa Power & Light Company.....	106,000	105,367	2,200	2,500	1,300	600	1,200	2,500	3,000	2,000	400	3,000	2,500	400		
Iowa Southern Utilities Company...	63,400	62,791	2,000	3,700	1,000	1,050	1,400	1,080	1,300	2,200	130	500	100		
Iowa-Illinois Gas & Electric Co.....	72,806	71,100	1,964	3,200	700	375	500	1,400	2,500	1,800	450	500	2,300	350		
Interstate Power Company.....	66,100	65,664	2,490	3,600	2,200	3,000	2,350	1,500	2,500	100		
MISSOURI																
Bd. of Public Wks., Poplar Bluff....	4,388	4,204	1,014		
Kansas City Power & Light Co.....	205,000	190,000	2,419	30,000	5,500	400	6,000	10,000	12,000	4,000	4,500	1,200		
City Utilities of Springfield.....	27,000	26,933	1,850		
Empire District Electric Company...	53,000	51,706	670	310	60		
Union Electric Co. of Mo.....	483,746	473,246	2,595	40,000	11,000	4,900	7,000	30,000	16,400	8,200	2,640	7,000	13,000	3,200		
Missouri Power & Light Company..	51,500	50,722	1,714	3,300	1,900	980	1,200	4,000	900	1,000	500	300	1,500	150		
St. Joseph Light & Power Company..	29,880	29,519	2,010	2,500	1,200	300	800	800	700	1,100	350	500	1,000	100		
NORTH DAKOTA																
Minnkota Power Cooperative.....	40,000	40,000	300		
SOUTH DAKOTA																
Northwestern Public Service Co....	29,000	28,225	2,700	2,000	1,200	900	300	300	500	300	300	1,000	1,000	100		
Black Hills Power & Light Company	20,500	18,750	2,400	1,200	750	350	450	75	850	150	125	350	350	100		
NEBRASKA																
Omaha Public Power District.....	92,500	90,560	6,400	3,200	700	1,700	4,400	4,000	3,800	1,900	300		
Consumers Public Power District....	83,000	80,201	2,410		
KANSAS																
Bd. of Public Util., Kansas City....	35,250	34,453	2,100	300	25		
Kansas Gas & Electric Company....	130,300	127,926	2,230	10,202	3,061	337	3,071	11,500	7,069	3,011	589	1,827	387		
Kansas Power & Light Company....	122,434	124,600	1,954	10,500	4,000	740	2,000	11,000	6,500	5,200	1,000	1,800	2,000		
Western Light & Telephone Co., Inc.	34,350	33,816	1,775	1,800	2,500	450	600	1,500	1,500	300	250	800	1,000	250		

MOUNTAIN

MOUNTAIN	Dec. 31, 1954 (Estimated)	Dec. 31, 1953 (Actual)	1954	1954												
				Refrigerators	Ranges	Water Heaters	Freezers	Room Air Cond.H.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish Washers		
MONTANA																
Montana Power Company.....	111,970	110,240	2,808	7,000	5,200	1,800	3,300	125	6,000	6,000	1,200	4,500	1,000	1,000		
IDAHO																
Idaho Power Company.....	103,000	101,139	5,750	7,500	6,000	5,700	3,000	200	6,000	2,000	1,000	3,500	2,500	500		
WYOMING																
Southern Wyoming Utilities Co.....	5,500	5,409	1,800		
Rawlins Electric Company.....	2,600	2,500	2,100	100	200	50	75	10	150	75	25	100	100	25		
Western Public Service Company...	4,485	4,387	2,020	350	240	15	145	4	200	150	20	150	150	30		
Cheyenne Light, Fuel & Power Co..	11,943	11,637	2,067	2,300	370	120	480	40	500	700	140	120	430	70		
COLORADO																
Fort Collins Light & Power Dept....	6,320	6,203	1,620	500	500	100	200	300	300	300	100	150	500	150		
Home Light & Power Co.....	10,950	10,206	2,800	570	400	50	70	290	70	45	53	229	85		
Public Service Co. of Colorado....	218,200	203,353	2,010	20,000	7,500	2,000	6,500	1,400	15,000	8,500	1,500	2,500	10,000	1,000		
Frontier Power Company.....	3,710	3,653	1,525	225	70	70	50	10	80	150	20	20	75	15		
Colorado Central Power Company..	24,000	20,659	2,165	500	350	100	125	5	400	100	25	100	50		
Southern Colorado Power Company.	36,000	34,857	1,985	2,800	535	100	525	97	1,310	740	90	200	1,300	80		
NEW MEXICO																
Public Service Co. of New Mexico.	65,400	62,033	1,849	6,000	2,100	300	1,675	← 6,200 →	575	240	220		
Raton Public Service Company.....	2,340	2,380	2,810	30	73		
ARIZONA																
Tucson Gas, Elect. Light & Power Co.	47,066	44,250	2,123	1,000	250	100	100	100	750	350	50	75	100		
Arizona Public Service Co.....	110,555	104,540	2,500	9,800	1,450	600	1,100	2,900	4,950	3,750	300	448	550		
Salt River Power District.....	36,026	31,089	3,387	3,000	560	430	1,275	2,500	1,550	1,250	120	125	2,260	140		
UTAH																
Telluride Power Company.....	7,700	7,582	3,500	200	350	350	250		
Helper City Light & Power.....	1,220	1,200	3,600	50	20	20	20	25	40	5	10	20	10	10		
Dept. of Utilities, Provo.....	7,500	7,431	2,900	533	282	101	169	40	568	260	95	195	18		
Utah Power & Light Co.....	166,113	164,065	3,528	9,150	9,000	3,600	3,400	425	7,800	5,600	1,450	2,550	8,800	600		
Price Municipal Corporation.....	2,400	2,200		
NEVADA																
Southern Nevada Power Co.....	18,000	14,432	9,575	1,262	1,140	649	80	125	1,466	426	130	117	220		
Sierra Pacific Power Company....	26,750	25,242	4,250	2,500	1,125	750		
Caliente Public Utilities.....	327	310	4,000	25	15	20	10	5	20	5	10	10	15	5		

* Cabled Community TV System.

1. Compressor type.

2. Evaporative Room Cooler.

3. For area covered by telecasts.

(LY) Figures from last year's report.

			PRESENT SATURATION (Percent)														No. Dealers Serving Territory	Did Co. Merchandise in 1954?	Plan to in 1955?
Food Waste Disposers	Radio Sets	TV Sets	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Cond.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish Washers	Food Waste Disposers	Radio Sets	TV Sets			
100	500	1,000	82.5	44	30.9	970	Yes	Yes
1,000	12,000	14,000	91	23	21	10	1	12	84	12	7	78	1	1	100	28	1,000	Yes	Yes
98	10,500	91	42	27	9	19	78	9	5	61	6	2.2	32	300	Yes	Yes
75	88	46	24	16	2	38	52	8	13	84	2	Yes	Yes
450	15,000	57,688	93	28	31	12	1	25	75	5	12	90	1	1	+100	73	1,100	No	No
1,000	5,000	15,000	92	29	17	10	3	25	75	7	10	80	2	3	99	82	250	Yes	Yes
170	4,000	8,000	91	24	11	9	35	15	60	2	75	50	300	Yes	Yes
500	6,000	6,500	90	9.5	2	7	3	30	64	14	2.5	80	3	4.5	+100	75	110	Yes	Yes
250	20,000	95	24	35	18	15	30	9	80	2	3	98	50	700	Yes	Yes
2,000	90	50	25	25	25	20	70	40	40	90	10	10	90	40	25	No	No
.....	95	24	5	10	8	25	70	10	5	80	10	10	95	80	350	Yes	Yes
45	19.4	10.6	6	5	No	No
6,560	82	19.1	8.2	11.5	85	325	Yes	Yes
150	5,000	18,000	90	28	15	15	9	26	58	16	1.5	80	1	1	98	46	1,200	Yes	Yes
90	2,000	4,500	75	15	8	10	5	14	70	5	3	65	1	1	95	40	225	Yes	Yes
.....	70	Yes	Yes
200	1,000	2,000	89	47	32	3	18	70	16	14	92	1	2	96	2	No	No
75	800	85	42	18	7	17	65	8	6	88	2	1	97	360	Yes	Yes
200	6,500	11,500	72	31	15	15	4	18	7	2	2	98	80	Yes	Yes
.....	85	45	5	5	5	10	85	5	10	65	5	5	95	10	120	No	No
613	21,722	15	3	600	Yes	Yes
4,500	4,000	12,000	92	22	4	18	20	38	38	14	10	76	6	9	98	65	50	No	No
200	97	20	8	12	15	15	72	3	3.5	80	1.5	8	+100	35	313	No	No
.....	90	26	8	15	5	25	75	6	10	90	5	6	450	Yes	Yes
.....	260	Yes	Yes

Food Waste Disposers	Radio Sets	TV Sets	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Cond.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish Washers	Food Waste Disposers	Radio Sets	TV Sets	No. Dealers Serving Territory	Did Co. Merchandise in 1954?	Plan to in 1955?
1,000	7,500	95	45	15	10	.05	40	90	20	15	95	5	5	99	15	300	No	No
350	5,000	25,000	90	76	74	25	1	30	60	20	20	80	3	2	95	30	600	Yes	Yes
50	100	50	95	50	.05	20	.02	20	98	12	18	98	.05	5	95	.02	12	No	No
20	450	1,100	90	40	4	11	17	80	8	7	88	3	3	+100	25	10	Yes	Yes
70	2,200	900	95	45	20	15	1	40	75	15	14	94	2	2	97	70	16	Yes	Yes
150	400	400	75	70	10	25	10	20	90	10	10	80	5	10	90	50	21	Yes	Yes
52	323	605	71	60	30	32	19	70	42	18	86	27	23	91	30	16	No	No
2,000	30,000	37,000	92	11	6	11	2	7	7	11	2	70	5	4	97	65	49	No	No
25	200	450	75	37	14	13	2	15	86	32	11	80	5	14	99	4	450	Yes	Yes
75	200	400	97	35	9	25	-1	46	50	16	7	65	1	99	45	21	No	No
385	1,425	3,100	88	24	12	12	1	12	80	4	3	95	2	4	98	50	(Ly) 20	No	No
135	10,500	36	Yes	Yes
.....	100*	46	34	87	No	No
50	1,100	3,000	88	5	3	3	1	98	60	10	No	No
573	8,500	12,100	92	16	11	12	5	36	60	11	9	9	98	69	50	No	No
270	8,250	3,975	95	20	20	15	5	20	60	10	3	65	5	10	95	30	425	No	No
15	20	165	80	64	46	200	No	No
50	801	1,271	98	70	70	25	10	50	50	15	10	85	5	5	95	30	30	No	No
500	11,700	20,000	92	80	16	31	32	70	12	11	3	7	98	80	7	No	No
.....	85	50	30	10	25	65	11	4.5	80	2.5	2	+ 99	75	19	No	No
705	700	No	No
5	25	90	55	43	6	No	No
.....	75	50	50	5	1	50	50	5	5	75	5	1	75	18	No	No
.....	94	No	No
.....	3	No	No

ADDITIONAL CHARTS ON PAGE 278

Electrical Appliance Market Data by Regions (Continued)

PACIFIC	Number of Customers (Domestic)		Average KW-Hour Consumption	1954 SALES OF ELECTRICAL APPLIANCES, RADIO AND TV (UNITS)												
	Dec. 31, 1954 (Estimated)	Dec. 31, 1953 (Actual)	1954	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Cond.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- Washers		
WASHINGTON																
Seattle City Light.....	188,860	187,234	7,020													
Centralia Light Department.....	5,082	5,041	7,437													
P. U. D. No. 1 of Clark County....	26,700	26,322	6,900	500	750	1,000	400		1,000	100	50	1,000	500	50		
P. U. D. No. 1, Grays Harbor.....	16,479	16,372	6,275													
Inland Power & Light Co., Spokane.	5,600(LY)	5,600	8,900													
P. U. D. No. 1 of Okanogan County	6,500	6,338	6,200	200	150	100	150	20	50	50	20	100	100	20		
P. U. D. No. 2, Pacific County....	5,795	5,650	7,825	140	180	230	60		450	150	40	350	100	60		
Light & Power Dept., City of Port Angeles.....	4,700	4,574	8,250	150	200	100			150	100	50	150	200	50		
P. U. D. No. 1 of Snohomish County	43,811	41,764	5,560	3,000	3,000	3,000	600	10	1,500	500	200	1,000	2,500	1,200		
Light Div., Tacoma Dept. of Public Utilities.....	51,597	50,493	7,450	4,800	6,000	2,500	1,400		2,200	1,200		3,200				
Franklin County P. U. D.....	5,250	4,962	7,100													
Puget Sound Power & Light Co....	160,500	157,044	5,850													
P. U. D. No. 3 of Mason County....	4,860	4,647	6,000													
Cowlitz County, P. U. D. No. 1....	18,000	17,512	8,200	1,100	1,500	1,400	400	1	1,450	400	50	1,450	450	20		
Washington Water Power Company.	93,610	90,734	6,950	8,000	8,200	6,000	3,750	500	7,500	4,000	600	5,000	7,000	850		
P. U. D. of Grant County.....	8,450	7,256	10,146													
P. U. D. No. 1 of Lewis County...	10,388	10,090	5,850													
P. U. D. No. 1 of Chelan County...	10,900	10,809	5,500	437	465	277	390		324	75	25	155		30		
Benton County Public Utility District No. 1.....	7,550	6,751	8,100													
CALIFORNIA																
Alameda Bureau of Electricity.....	14,000	13,026	1,900	250	260	10	90		160	90	60	90	200	100		
Anaheim Dept. of Lgt., Pwr. & Wtr.	7,750	6,780	1,500													
City of Glendale Public Service Dept.	36,700	35,741	1,900		600											
Burbank Public Service Dept.....	30,300	29,005	2,040	350	250	20	25	200	350	100	15	60	100	30		
Modesto Irrigation District.....	21,200	19,314														
Pacific Gas & Electric Co.....	1,253,000	1,211,233	2,440	66,000	21,500	5,500	11,200	750	64,500	20,000	4,100	16,800		6,250		
Pasadena Mun. Light & Power Dept.	40,000	38,800	1,925		650	75										
Turlock Irrigation District.....	15,500	15,073														
California Electric Power Company..	61,000	56,282	2,150	2,500	650	400	300	1,000	2,500	1,000	75	125				
Southern California Edison Co.....	1,025,619	970,156	1,946	132,200	12,350	3,900	8,965		← 140,300 →		6,780	12,595	25,400	10,600		
California Pacific Utilities Co.....	21,807	21,581	4,880	1,205	1,109	761	590	95	1,100	1,150	610	377	4,500	190		
San Diego Gas & Electric Co.....	198,743	188,909	2,402	17,000	3,500	2,700	5,500	4,000	16,000	8,500	2,000	3,200	17,000	1,500		
City of Riverside Public Utilities....	19,847	18,291	2,364		636	55										
Imperial Irrigation District.....	21,200	20,119	4,800	2,000	400	125	250	1,500	1,000	800	75	60				
Dept. of Water & Power, Los Angeles	670,000	635,000	1,940		4,000	2,000										
Palo Alto Electric Utility.....	11,446*	10,655*	2,281													
Sacramento Municipal Util. District.	97,400	92,092	2,650	6,903	3,384	568	2,284	2,328	8,525	2,591	620	3,573	2,845	1,355		
OREGON																
Lane County Electric Cooperative...	4,600	4,438	7,000													
California-Oregon Power Co.....	66,571	64,725	7,404	2,400	2,232	1,600	1,600		2,200	1,200	240	1,440		120		
Central Lincoln P. U. D.....	8,600	8,460	7,200													
Eugene Water & Electric Board....	21,000	19,056	7,000													
Portland General Electric Co.....	197,300	195,079	6,850	9,500	11,700	4,500	5,900	65	16,500	3,750	1,200	11,800	12,000	1,000		
Pacific Power & Light Company....	225,262	223,780	5,582	15,351	16,564	7,571	6,629	450	19,240	6,836	1,248	10,521	10,089	1,237		
Tillamook People's Utility District..	3,215	3,175	10,800													
ALASKA																
Alaska Electric Light & Power Co...	3,200	3,040	6,000	80	120	96	16		32	48	2	32	96	74		
Ketchikan Public Utilities.....	2,600	2,502														
Chugach Electric Assn., Inc.....	7,200	7,016	2,700													
BRITISH COLUMBIA																
British Columbia Power Commission.	44,000	41,000	2,500													
British Columbia Electric Co., Ltd., Victoria Division.....	38,350	36,941	2,970	4,400	1,525	510	220		750	1,600	55	180	1,300	40		
Vancouver Division.....	183,200	175,580	3,415	21,097	10,747	8,528	1,063		3,628	9,527	292	1,290	9,900	350		
HAWAII																
Hawaiian Electric Company, Ltd....	74,260	71,587	3,500													
Hilo Electric Company, Ltd.....	12,898	12,793	2,302	500	450	325	125		180	150	40	75		50		
Maui Electric Company, Ltd.....	7,900	7,822	2,690	400	450	330	250	5	265	275	5	20	100	25		
Lehaina Light & Power Co., Ltd....	1,340	1,328	3,173													

* June 30, 1954-1953. (LY) Figures from last year's report.

1. Sales based on estimate of 129 sets sold per 1,000 wired homes in Los Angeles County.

			PRESENT SATURATION (Percent)														No. Dealers Serving Territory	Did Co. Merchandise in 1954?	Plan to in 1955?
Food Waste Disposers	Radio Sets	TV Sets	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condil.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-Washers	Food Waste Disposers	Radio Sets	TV Sets			
.....	85	65	300	No	No
.....	No	No
50	500	4,000	93	78	75	13	19	70	8	11	90	1	1	95	70	30	No	No
.....	70	64	30	No	No
.....	96	72	72	42	7.4	41	15	17	72	12	1	100	28	No	No
25	200	400	90	90	90	10	5	5	85	5	5	80	5	5	90	1	19	No	No
20	425	350	65	52	52	18	59	10	14	59	3	72	11	15	No	No
.....
50	200	300	75	70	70	20	40	100	20	40	90	40	40	95	60	11	No	No
500	3,000	4,000	80	72	62	1	18	67	2	7	75	3	1	100	25	168	No	No
.....	97	14	14	86	22	92	9	4	58	132	Yes	Yes
.....	99	93	76	15	2	25	52	12	9	65	5	3	99	5	10	No	No
.....	No	No
.....	70	70	72	46	20	60	40	20	20	20	95	55	6	Yes	Yes
20	2,150	5,000	90	80	85	10	1	30	55	5	10	70	2	2	98	50	31	No	No
450	8,000	15,000	96	80	80	14	30	60	20	15	75	5	5	90	55	350	No	No
.....	95	95	95	5	1	75	25	30	80	7	2	95	15	28	No	No
.....	55	55	25	No	No
.....	600	85	71	70	17	10	35	52	16	21	73	7	4	100	12	20	No	No
.....	96	83	81	14	.5	31	62	8	8	70	4	3	+100	2	60	No	No
.....
15	250	300	90	42	3	5	16	70	25	11	90	12	10	95	70	7	No	No
.....	20	No	No
.....	65	25	2.5	60	No	No
250	175	1,500	88	22	2.5	6	6	20	60	8	4	85	4	15	85	80	22	No	No
.....	46	No	No
5,900	75,000	152,000	82.4	16.7	8.7	12.9	-1	← 79.6 →	15.6	4.9	3.7	1.4	98.3	50.9	2,280	No	No
.....	14.5	3.8	36	No	No
.....	25	Yes	Yes
.....	85	30	20	15	7.5	35	50	7.5	5	100	Yes	Yes
15,855	42,300	52,850	75	10	4	10	← 70 →	12	3	3	13	(Ly)900	No	No
250	93	1.5	63	27	6	32	58	20	9	98	6	5	100	92	No	No
8,000	35,000	45,000	14	11	325	No	No
.....	80	42	4.5	90	34	No	No
.....	95	30	20	12	35	50	50	7	3	90	10	10	90	25	60	No	No
.....	6,500 ¹	9.5	4.2	90.4 ²	400	No	No
.....	No	No
1,073	6,871	19,112	98.9	19.5	6.5	19.8	4.8	46.3	44.2	15.3	8.1	4.9	6.8	52	154	No	No
.....
.....	98	65	66	31	2	23	65	17	70	3	100	15	38	No	No
110	7,000	68	60	20	175	No	No
.....	60	No	No
.....	98	No	No
200	15,000	19,500	97	75	70	19	35	63	5	17	4	525	No	No
358	20,365	29,816	92	74	70	14	.2	30	63	9	8	65	2	.4	98	55	723	No	No
.....	No	No
.....
24	350	99.5	52.5	20	5	15	85	15	15	60	5	5	100	6	Yes	Yes
.....	6	No	No
.....	10	No	No
.....	No	No
6	3,500	5,780	68.7	36.4	14.1	5	8.4	77.2	3.9	.95	.2	15.9	115	No	No
132	23,934	40,786	76.9	39.2	25.5	4.6	9.3	74.3	4.6	1.7	83.1	.6	.4	+100	28.4	350	No	No
.....
.....	150	Yes	Yes
50	7	28	No	No
40	600	250	93	47	35	7	25	73	.5	.5	45	1	1	95	1	16	Yes	Yes
.....	95	75	75	5	1	20	75	1	1	20	2	1	100	2	5	No	No

2. Saturation for Los Angeles County as of July, 1954 furnished by Electrical League of Los Angeles.

1930 to 1955
Our Silver Jubilee
Year

IT'S GENERAL FLOORCRAFT'S 25TH BIRTHDAY—BUT IT'S YOUR PROFIT-PARTY!



GENERAL
Twin-12 Deluxe.
Nothing finer!

Quality leadership in any industry is maintained by planning ahead. That has been General Floorcraft's credo since the day we opened our first small factory. It remains unchanged as we begin our 25th year.

PUSH GENERAL FOR PROFIT (THE INDUSTRY'S HIGHEST!)

No matter what your customer's price or size preference, there's a quality General Floor Polisher to fill the need. You never go wrong when you say, "There's nothing finer than a General!"

General Twin-12 Deluxe—standard of the Floor Polisher Industry. Nothing equals it. To retail at \$79.50.

General Floor-crafter 12—our new low price number. To retail at \$59.95.

General Twin 16—perfect where a heavier machine is necessary, for semi-industrial use. Retail at \$130.

All General Floor Polishers are styled for beauty—engineered for performance. Fully guaranteed...they build customers—not complaints!

OUR NATIONAL ADS BRING CUSTOMERS TO YOU!

Powerful, motivating, year-round ads in the country's leading publications build demand for Generals... more sales for you. Put them up front where they belong... and demonstrate!

STREAMLINED PRODUCTION FACILITIES!

Plant improvements and modernization mean faster shipping... better delivery service for you.

Cut yourself a big slice of profit during General Floorcraft's Silver Jubilee Year—feature the General line! If you're interested in additional profits write Joseph M. Sassano, Vice President In Charge of Sales, for literature and information.



General FLOORCRAFT, INC

421 HUDSON STREET, NEW YORK 14, N. Y.
General Industrial Floor Machines • Commercial Vacuum Cleaners
Domestic Floor Polishers • World's Most Complete Line

It Was a Good Year in the Far West

CONTINUED FROM PAGE 255

\$92.14 for automatic washers and \$79.92 for the conventional type, \$27.43 for ironers, \$14.10 for dryers, \$79.68 for vacuum cleaners, \$12 for dishwashers, \$7.80 for food waste units, \$30.87 for radios and \$135.66 for television. This means that so far more than a quarter of his expenditures have been for refrigerators—and that television already accounts for 15 percent of his electrical appliance investment. None of the figures include wiring or installation costs.

Dealer Numbers About The Same

But little change is reported in the number of dealers in this area. Some regions where television has recently been introduced show a marked increase in the number of stores, but the number has dropped off sufficiently elsewhere, so that the relationship of dealers to customers remains about the same. This year utilities serving 4,523,588 customers in the 11 western states report 9,651 dealers, or an average of 468 customers per dealer. This would mean a few more than 12,000 dealers serving all 73 companies included in the returns. The average number of customers per dealer in the Intermountain area was 313, exactly the same as the figure of last year, and for the Pacific Coast states 547, which is only two less than the 1953 figure of 549. British Columbia reports 465 dealers, one for every 476 domestic customers; Alaska 22 dealers, serving 591 customers each on the average; and Hawaii (for the islands) reporting 199 dealers, or one per 484 customers. British Columbia is the only one of these areas where the number of dealers increased (about 3 percent) in proportion to the growth in the number of domestic customers.

Dealer Business Off

With dealers in about the same relationship to customers as last year, it follows that dealer business fell off in about the same proportion as the total for the area—a somewhat more than five percent drop. The great variation in the types of stores selling appliances makes average figures of little value, but for what they were worth, the average dealer on the Pacific Coast sold about \$56,000 worth of the appliances reported last year, while the Intermountain dealer did a business of about \$36,000. \$50,000 was the average for the eleven western states. Hawaii dealers averaged about \$29,000, Alaska stores \$23,000, and British Columbia firms \$65,000. The mythical "average dealer" in the eleven western states sold: 38 refrigerators, 14 ranges, seven water heaters, eight home freezers, something less than one room air conditioner, seven evaporative coolers, 25 automatic washers, 12 conventional washers, three ironers, 10 dryers, 19 vacuum cleaners, four dishwashers, five food waste units, 33 radios and 53 television sets.

The variation from one region to another is indicated in the "Pattern

of Selling" table, which shows the percentage of total sales attributable to each appliance by states and regions. Because last year's figures for television were somewhat distorted through the fact that figures for reception areas were sometimes expanded, the comparison of this year's figures with those of 1953 do not show the true picture of the extraordinarily rapid growth in the importance of television in dealer selling. From a mere trace in most of the Intermountain states two years ago, it has grown to represent almost one fourth of the entire sales. Figures for California should be considerably higher than those reported, for the reason that the Los Angeles reception area is only partially represented.

As compared with last year, dryer sales definitely increased in importance to the dealer, as did ranges, water heaters and freezers. Refrigerators remained about the same. Radio had dropped off in importance. Automatic washer sales went up in relation to the conventional type. Montana, New Mexico and Wyoming still sell the highest number of conventional washers, which are also popular in Hawaii, Alaska and British Columbia.

Unit Sales Vary

For the most part the figure of a five percent drop in total appliance sales in the West is without reference to changes in price level. It also fails to take account of the fact that a certain proportion of major appliances are sold through other than dealer channels, as, for instance, the sales made to builders and apartment house owners which are made through wholesalers or direct from the factory. To what extent discount house selling shows up in the reported figures is also problematic. Sales figures for television are still probably somewhat high in areas where the signal reaches only a small percentage of the population served by the reporting utility, but are apt to be low when, as in Los Angeles, more than one company serves a reception area and there is no way of telling in whose territory sets were purchased or installed.

Customers Still Prosperous

Chamber of Commerce reports indicate that customers on the Pacific Coast are rather more prosperous than in the country as a whole, with slightly higher average incomes and more money in the bank. "Take home pay" probably dropped here as elsewhere because of less overtime. Building permits keep up at a high level in most western areas, reflecting the continuing population increase and the need for new homes. Much of the new housing is in the form of "tract" homes, however, and major appliances bought may not appear in dealers' records. At any rate, figures indicate that expenditure for major appliances bought per customer definitely dropped. Taking into consideration the increase in the num-

(Continued on page 285)



MOVE INTO TOMORROW



*with the
world famous leader*

MAYTAG



Now in lovely pastel yellow. Maytag Advanced Automatic Washer, gas or electric dryer to match.

COLOR!!

COLOR!!



Dealers! Now's the time to get on the move with Maytag
... the fastest-moving money-maker you can sell!

MAYTAG ADVANCED AUTOMATICS



see these beauties
at the Winter Market

COLOR!!

Suite 11-105
Merchandise Mart



*Decorators' favorite: pastel green, Maytag Advanced Automatic Washer,
gas or electric dryer to match.*

● Do you want the most dynamic action in the business? Then Maytag's your line. Maytag Advanced Automatics were a sensation this fall. Now glamorous color is added. Now a new gas model rounds out the dryer line. Now in 1955 Maytag moves into new market dominance with continued brilliant promotions in all major media. Want to know more about how you can move into new markets with Maytag? Write today, The Maytag Company, Newton, Iowa.

Packed with sales-making features

● Automatic Water Level Control saves up to 9 gallons of hot water per load ● Exclusive, demonstrable, Double-Spin tubs for cleanest clothes ● Famous Gyrafoam Agitator Washing action proven the gentlest, most thorough way to wash ● Fastest safety brake for protection ● Portable equipment available ● Full line of money-makers: ranges, ironers, freezers, famous wringer washers.



THE NEW MAYTAG FREEZER
puts more profit in your sales plan

WHOEVER YOU ARE...

food plan operator • department store
 locker plant operator • appliance dealer
 Return coupon today for full information

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Freezer Sales Manager
The Maytag Company
Newton, Iowa

I want to sell freezers. I'll be interested in learning how the new Maytag freezer can make money for me.

Name

Address

City

(Type of Operation)

Here are the finest freezers money can buy...bar none

People in the appliance business know: *Maytag freezers are unsurpassed in quality and performance features.* With extra-large quick freeze surfaces they freeze more food faster. All the most wanted improvements: Stor-wells, juice bar, and a *new* ice cream conditioner. Easy-to-see thermometer and tight seal latch. Five-year warranty on food, on freezer! Sizes 12, 15, 19 or the large 25 cu. ft. Chest models available too.

IT WAS A GOOD YEAR IN THE FAR WEST (continued)

ber of homes served in this area, it is apparent that the individual on the average spent about nine percent less this year than last for major appliances. The table showing the expenditure per domestic customer for the various appliances by states indicates that the figure varied from about \$40 in Alaska, where no television figures are available and where interest in freezers was low, to a high of \$148 in Idaho and more than \$130 in British Columbia, Washington and Wyoming. The average household in the Pacific Coast states spent \$102.51 for the appliances included in the survey during 1954; the same man in the Intermountain area spent \$112.68. For the West as a whole the figure was \$105.06.

British Columbia and Hawaii were both above last year in total sales. Hawaii, indeed, reports an increase in all items except refrigerators, vacuum cleaners and room air conditioners. British Columbia dropped off in refrigerators, freezers, vacuum cleaners and food waste units, but was up in all other departments. Ranges, water heaters, evaporative coolers, dryers, dishwashers and room air conditioners sold at a higher rate in 1954 than 1953 in the western states as a whole; other items were down. The Intermountain area sales dropped off only one percent, as compared to a six percent loss reported from the Pacific Coast.

Refrigerators Still Important

Although refrigerator sales dropped about six percent in the West as a whole, they were up in some parts of the Intermountain area and in California. Average saturation for the area is 85 percent, which means that 4,891,003 homes own refrigerators, 897,631 do not. The average investment per home for this appliance is \$244 on the Pacific Coast, \$267 in the Intermountain area, \$273 in Hawaii, \$279 in Alaska and \$222 in British Columbia (figured in terms of today's replacement values). About \$109,960,000 were spent for refrigerators in the Pacific Coast states, another \$22,974,000 in the Intermountain area, \$1,274,000 in Hawaii, \$87,000 in Alaska and \$8,978,172 in British Columbia, or \$143,273,000 in all, which represents a total of 486,711 refrigerators sold in the entire area. Of these, California accounted for an estimated 297,823, or more than half. The average expenditure for refrigerators per home was \$23.23 on the Pacific Coast, \$22.05 in the Intermountain states, \$13.22 in Hawaii and \$33.81 in British Columbia. In the area as a whole 7.8 percent of all utility customers bought refrigerators last year. It is estimated that about 12.5 percent of all sales of this appliance are made through other than dealer channels, which are not reported here and hence should be added to these figures, if total sales are desired. British Columbia reported the lowest saturation figure, 75.4 percent, but also one of the highest sales

records, 115 per 1,000 customers. Alaska, on the other hand, reports an almost 100 percent ownership, but a low sales record for the year. Refrigerators account for 21.8 percent of the average dealer's total sales in the territory.

Electric Range Sales Up

A slight increase in the number of electric ranges sold was reported from the 11 western states, most of it from Washington. California about held its own. British Columbia, Alaska and Hawaii all report higher sales. Total of ranges sold in the area served by all reporting companies was estimated at 189,257, for which about \$49,585,000 was spent, \$28,409,000 of it on the Pacific Coast, \$11,443,000 in the Intermountain area, \$2,644,000 in British Columbia, \$1,388,000 in Hawaii and about \$153,000 in Alaska. Average saturation of ranges varies widely, from a low of 14 percent in California and Arizona, to 80 and 75 percent respectively in Washington and Oregon. Total number of homes owning ranges in the western states is estimated at 1,811,718, homes using other fuels for cooking at 3,976,916, or a saturation of 31 percent. About three percent of all utility customers in this area bought ranges last year, which accounted for 173,282 ranges, plus another 10,000 in British Columbia, 5,000 in Hawaii and about 600 in Alaska areas reporting. The average expenditure per home for this appliance in the eleven western states was \$7.86. The average investment per home was \$78.60 on the Pacific Coast (\$209.60 in Washington, \$36.68 in California), \$96.94 in the Intermountain area, \$133.62 in Hawaii, \$138.86 in Alaska. Range sales were off in the Intermountain area by 11 percent, but sufficiently higher on the Pacific Coast to bring the general total up to a 14 percent increase over last year. Ranges represent nearly 15 percent of the average dealer's business in Washington, 8.6 percent in the West as a whole. National figures indicate that last year about 8.9 percent of all ranges sold were bought through non-dealer channels. These are not included in the figures here given.

Water Heaters Follow Ranges

About the same picture is evident in the case of electric water heaters as in that of the electric range. High saturation figures are reported from Washington, Oregon and Idaho, low figures from Arizona and California and from Colorado. In the case of both appliances, an abundance of natural gas and consequent relatively low cost of operation for gas ranges and water heaters tends to keep electric kitchen appliance ownership low. Saturation figures for the western states is figured at 23 percent, which means that 1,329,126 homes in the territory served by the reporting companies own electric water heaters, about 4,459,508 do not. The average investment per home in electric water

heaters is about \$29.44. In the 11 western states, electric water heaters were purchased by 1.5 percent of utility customers, or about one water heater for every two ranges. Total sold in the territory of all companies reporting from the West was estimated at 86,676. In Hawaii the investment per home averaged \$26.78, the number of homes without electric water heaters was about 76,107, the number sold in 1954 is estimated at 3,083, the amount spent per home at \$2.18. Corresponding figures for British Columbia are: Investment per home, \$30.72; number of homes without, 201,218, number sold, 10,888; the amount spent per home, \$5.25; percentage of customers buying, 4.1. In the territory of the companies reporting from Alaska, about 10,400 homes are still without electric water heaters, the investment per home averages \$25.60, three percent of utility customers bought this appliance, about 390 electric water heaters were sold and each utility customer averaged an expenditure of \$3.84. Total spent for electric water heaters in the western states is estimated at \$11,095,000. For Hawaii, British Columbia and Alaska, \$1,839,000 should be added, bringing the total to about \$12,934,000. National figures for 1953 indicate that 8.5 percent of all electric water heaters were purchased through other than dealer channels, which so far as is known as not included in these reports. Water heaters accounted for 1.8 percent of the average dealer's business, although this figure reached 5.2 percent in Washington, 4.8 percent in Idaho.

Sales Of Freezers Drop

Comparison of 1954 sales figures with those of 1953 show that in the western states home freezer sales were about 28 percent down. Washington, Montana, Wyoming, Colorado and Hawaii, however, report an increase, although not enough to materially affect the total. Saturation is about 13 percent for the entire territory, with slight variations for individual states. Idaho is an exception, with a high saturation figure of 25 percent. Nevada averages only five percent in the reports given, Hawaii and British Columbia are seven percent, and Alaska five. Investment per home shows corresponding variations, the average figure being \$50.31. On the Pacific Coast an estimated 4,144,057 homes are without this appliance; in the Intermountain area, 903,944 homes; in Hawaii, 89,694; in Alaska, 12,350; and in British Columbia, 246,961. The percentage of utility customers buying freezers averaged 1.7, with Wyoming and Colorado high at 3.7 and 3.5 percent respectively, Nevada and Alaska low at 0.5 percent. Average spent for freezers per customer on the Pacific Coast was \$5.81, in the Intermountain area \$9.29, in Hawaii \$7.35, in British Columbia \$2.32. Total expenditure for home freezers in 1954 was \$39,010,000, of which

more than \$28,000,000 originated on the Pacific Coast, California accounting for about 40 percent of the total.

The Intermountain area spent \$9,651,000, Hawaii \$608,000, British Columbia \$616,000 and Alaska \$25,000 in the territories reporting. Freezer sales in dollar value amount to about 6.3 percent of the dealer's total in the 11 western states. According to national figures, 7.8 percent of all sales of freezers during the year 1953 were concluded through other than dealer channels.

Air Conditioner Sales Increase

Sales of room air conditioners on the Pacific Coast still remain low as compared with national averages, but are somewhat higher than last year. The figure of saturation for the Intermountain area now stands at four percent, for the Pacific Coast at two percent. Sales average only 0.6 percent in the West as a whole, 0.8 percent in the Intermountain area. Hawaii reports a 0.1 percent sale; neither Alaska nor British Columbia report any.

Total value of all room air conditioners sold in the West was about \$10,600,000, which is 30 percent above the figure reported last year. Expenditure per home averaged \$1.95 during 1954, investment per home is estimated at \$6.50. Arizona reports much the highest sale of air conditioners percentage-wise, with Utah, California and Colorado following in that order. Numerically, California reports about 72 per cent of the estimated 32,584 conditioners sold in the 11 western states during 1954. Homes without total 5,664,737 in the West. Room air conditioners account for about 2.6 percent of the average dealer's total business. Because of the expansion of figures for high use areas to others not reporting, all these totals are probably high.

Evaporative Coolers

Considerable areas of the West provide a good market for evaporative coolers. Percentage saturation of this appliance in the West is now 18, Arizona providing the bulk of those owned, with an 81 percent saturation. California homes own the largest number, with a 13 percent saturation; Nevada has a 25 percent saturation, Washington 12 percent, Utah 10 percent. About 79,700 evaporative coolers are estimated to have been sold in the 11 western states, representing an expenditure of \$1.50 per home, or \$7,917,000 in all. These figures are perhaps somewhat high, as many of the coast and mountain areas in the various states leave this column blank because they sell so few. Sale of coolers is up about 25 percent for the region as a whole. Investment per home is in the neighborhood of \$81 in Arizona, \$18 on an average in the West as a whole; 867,130 homes own coolers, 4,921,504 do not. Evaporative
(Continued on page 288)



5 FEATURES

FEATURE 1 —

FEATURE 2 —

FEATURE 3 —

FEATURE 4 —

FEATURE 5 —

THIS SET GIVES YOU
OUTSTANDING
PERFORMANCE
IN PICTURE
AND SOUND

PLUS

★
OVERSIZE 21-INCH
"ALL-CLEAR"
PICTURE TUBE

★
SPACE-SAVING CABINET

★
PHONO-JACK FOR
RECORD CHANGER

★
SPOT-ILLUMINATED DIAL

★
3-POINT "PERSONALIZED"
TONE CONTROL

5 MODELS

21S503

21S504

21S505

21S506

21S507



Tmks. ®

Form HV 1537
Printed in U.S.A.

This emblem marks this year's
first great TV promotion!

RCA VICTOR

"FEATURE 5"




5 handsome table models—in 5 beautiful finishes—all with 5 sell-up features

Starting this month, the full force of the industry's greatest advertising campaign will be focused on five RCA Victor sets—the 5 most profitable 21-inch table models in the line! On top-rated TV and radio network shows—in magazines and newspapers—the public will be told to "Look for the 'Feature 5' emblem."

The 5 sets chosen for this promotion—the 21S503,

21S504, 21S505, 21S506 and 21S507—all have 5 easy-to-demonstrate features—points you can talk-up and sell-up.

The point-of-sell tie-in in this promotion is the blue emblem illustrated at left. Make sure that your salesmen tag every "Feature 5" set with this sales-making badge. Your customers will be looking for it!

<p>FEATURE 1 New Oversize 21-inch "All-Clear" picture tube—up to 28% larger than small-size and regular-size 21-inch tubes. It's <i>aluminized</i>, too—with 212% greater picture contrast.</p>	<p>FEATURE 4 Spot-illuminated Tuning Dial! King-size numbers are easy to see—light up when tuned in!</p>
<p>FEATURE 2 Space-saving Design! Over-all cabinet depth has been reduced. The picture tube projects only $\frac{3}{8}$" in back. Set fits close to wall.</p>	<p>FEATURE 5 3-Point "Personalized" Tone Control. Permits the customer to adjust the tone to suit his taste. Bass, normal and treble settings for TV and records. Famous "Golden Throat" Fidelity Sound.</p>
<p>FEATURE 3 Built-in Phono-jack! Permits plug-in of record changer for playing records through TV sound system.</p>	<p>RCA VICTOR TRADE MARK © RADIO CORPORATION OF AMERICA</p> 

IT WAS A GOOD YEAR IN THE FAR WEST (continued)

tive coolers in terms of money taken in, amount to about 1.5 percent of the average dealer's business in the West, rising in importance in Arizona to 8.3 percent. They are not a factor in the sales picture of Hawaii, Alaska, or British Columbia.

Two To One For Automatics

Although washing machine sales were down in the western states as a whole, automatic washers showed a higher sale in the Intermountain area than last year and both types of washers were higher in Hawaii and British Columbia. The sales figures show that 5.6 percent of all utility customers in the eleven western states bought automatic washers, 2.4 percent bought the conventional type, or a better than two to one ratio. Total sales figure for 1954 was 326,023 automatics, or an expenditure of \$88,354,000 in the eleven western states and 136,769 of the conventional type, or \$21,684,000 worth. The average investment per home is \$92.14 and \$79.92 for the two types, respectively. British Columbia, which in the past has greatly favored the conventional type, as indicated by the 75 percent saturation figure, last year bought four automatics for every conventional type sold. Hawaii almost evenly divided its purchases between the two types. When both types of washing machines are taken into consideration, it is seen that only about 400,000 homes in the 11 western states are without a washer of some type. Montana, New Mexico, Wyoming and British Columbia still buy the largest number of conventional type washers in proportion to population; Colorado, Nevada and Idaho, in the Intermountain area, plus the entire Pacific Coast, are proportionately high in the sale of automatics. Compared to the figures of last year, the sale of conventional type washers dropped 21 percent in the area as a whole, that of automatic washers was 11 percent below 1953.

From a monetary standpoint, the sale of washing machines accounted for 17.9 percent of the average dealer's business, ranking only below refrigerators and television. Partly because of their higher price, automatics last year brought in about 2.6 times as much as conventional washers. No figures are available on the proportion of sales made through non-dealer channels, but certainly some are sold as installed appliances in new homes erected by speculative builders, and in apartment houses.

Ironer Sales Continue Low

Sale of electric ironers has continued to drop off in this area, reported purchases being 25 percent below figures for 1953, which already were relatively low. An average of 0.6 percent of utility customers bought ironers in 1954, spending about \$6,576,000 in the 11 western states for 31,167 machines. Saturation figures averaged 13 percent for both Intermountain and Pacific Coast areas, which means an

average investment of \$27.43 per home. About 5,031,937 homes still do not own this appliance in the 11 western states. Hawaii, Alaska and British Columbia together accounted for not more than \$156,000 worth of ironers, expenditures varying from \$.42 to \$.21 per home. Hawaiian figures are, however, somewhat low, owing to the absence of any report from the main island of Oahu, where a rather higher saturation figure and yearly sale is to be expected. California alone accounted for more than half the sales reported in the entire area, although most of the Intermountain states had a slightly higher "per 1,000" purchase rate.

Dryer Sales Increase

Dryers are definitely growing in popularity throughout this area, and reported sales were higher in both Intermountain and Pacific Coast regions, averaging 33 percent above last year's totals in the 11 western states. Alaska, Hawaii and British Columbia also showed sales above those of 1953.

Saturation of this appliance has caught up with that of ironers in the Pacific Northwest and in Wyoming and Montana, although for the West as a whole the figure is still only six percent as compared with an average figure of 13 percent for ironers. When it comes to sales, however, dryers far outclass the longer established ironer. Some 123,000 dryers were sold in this area in 1954, for which roughly \$29,000,000 was spent or \$5.17 per home. Idaho reports the highest saturation of this appliance, Washington and Oregon the highest proportional sale, 4.8 percent of utility customers making the purchase during 1954. The average for the 11 western states was 2.2 percent of customers buying. Average home investment for the West was \$14.10. Alaska reports a 15 percent saturation, with a per home investment of \$35.25 and an average expenditure per customer of \$2.35 during 1954. British Columbia is just beginning to discover this appliance, reporting a 1.4 percent saturation, with one percent of customers buying. Hawaii is low on both counts. There is still plenty of unexplored market, an estimated 5,412,929 homes in the 11 western states being without this convenience. One dryer was sold to every 2.9 automatic washers, but four out of every five homes already owning an automatic still lack a dryer to accompany it. From a monetary standpoint, ironers now make up about 1.3 percent of the dealer's total sales, while dryers account for 5.5 percent.

Vacuum Cleaners In The West

Average saturation of vacuum cleaners in the 11 western states was 83 percent, which means that about 4,800,000 homes owned the appliance, 986,420 did not. Average investment in vacuum cleaners per home was \$79.86 in terms of replacement values. Purchases of vacuum cleaners were made by four percent of all utility

customers in this area, 231,585 vacuum cleaners being bought at an estimated value of \$22,233,000, which means an expenditure of \$3.84 per home. As compared with 1953, these figures were off about seven percent for the West as a whole, although the Intermountain area reported about a 10 percent increase in sales. Hawaii is low both in saturation and in sales, although it must be remembered that figures are not available for Oahu. British Columbia reports a saturation of 83.1 percent and sales amounting to \$4.80 per home, or 13,278 vacuum cleaners bought by five percent of the utilities' domestic customers. In Alaska about three percent of utility customers bought vacuum cleaners, spending \$37,000, or \$2.88 per wired home. This appliance accounts for approximately 3.6 percent of the average dealer's sales in the 11 western states.

Dishwasher Sales Increase

Sales of electric dishwashers were above those of 1953 in all western areas in about the same proportion as the population increase. Total sales amounted to about 45,780 dishwashers or \$13,734,000 in the 11 western states, about 0.8 percent of the utility customers making the purchase during 1954.

Saturation for this appliance has reached about five percent for the entire area, Arizona reporting the highest figure at eight percent. This means an average investment of about \$12 per home for the West, \$24 in Arizona. Saturations are reported lowest in British Columbia, Hawaii, Wyoming and New Mexico. On the other hand, British Columbia reports the highest purchase rate, 2.3 percent of all customers making this purchase, at an expenditure of \$1,832,000, or \$6.90 per home. The average expenditure per home in the West was \$2.40, in Alaska \$1.20 and in Hawaii \$.60 (Oahu not reporting). Dishwashers account for about 2.3 percent of the average dealer's sales.

Food Waste Units

Except for Nevada, California shows the highest percentage buying of food waste units and numerically the sales of this appliance in California amount to about $\frac{1}{4}$ of the estimated 56,405 total sold in the western states. Largely because of the high California figure, the sale of food waste units averages higher numerically than dishwashers, although the lower retail price means that the total amounts to but 0.8 percent of the average dealer's sales. Sales were up in the Intermountain area, but down about 30 percent from 1953 figures in the 11 western states. Average saturation in the West is six percent, about 5,462,613 homes still being without this appliance in the territories of the reporting companies. Average investment per home is \$7.80, average expenditure per home for food waste units during 1954 was \$1.30. Hawaii,

for the islands reporting, has a saturation of one percent, Alaska five percent, and British Columbia 3.4 percent. California is highest in the saturation column with seven percent, or a \$9.10 investment per home. Total sales of this appliance reported from Hawaii, Alaska and British Columbia together amount to a little more than \$100,000.

Radio Saturation Near 100

Radio set saturation reported from the 11 western states is a little better than 98 percent, with a total of but 136,000 remaining homes to be sold. Actually the figure is greater than this, for some companies report a higher than 100 percent saturation, meaning that in some cases there is more than one set per home. On the basis that replacements now usually take the form of table models, a figure of \$30.87 is used as the average home investment, although actually considerably more than this was spent when the sets were originally bought. Purchase of sets remains highest in those states where television is relatively new and where many rural sections receive no TV signals. The Intermountain area reports an increase in the number of radio sets sold by about six percent. Sales were sufficiently down in the Pacific Coast area, however, to bring the total for the 11 western states to 21 percent below the 1953 figure. Most important effect of television on the radio market seems to have been to drive out console set sales, most sets sold now being table models or portables. About 401,500 sets were sold in the eleven western states during 1954, about seven percent of all utility customers making such a purchase. Average spent per home was \$2.21, or \$12,648,000 in all. Hawaii sold about \$231,000 worth, British Columbia \$1,008,000 and Alaska \$45,000. Highest expenditure per home was in Wyoming, where buying averaged \$4.68 per utility customer. Radio is most important in the dealer picture in Alaska (where television is unreported), where it represented 8.7 percent of his total sales. In the fringe areas of Hawaii (the only ones reporting) this figure was four percent. In the West as a whole, radio now amounts to about 2.5 percent of the dealer's total.

Television Growing In Importance

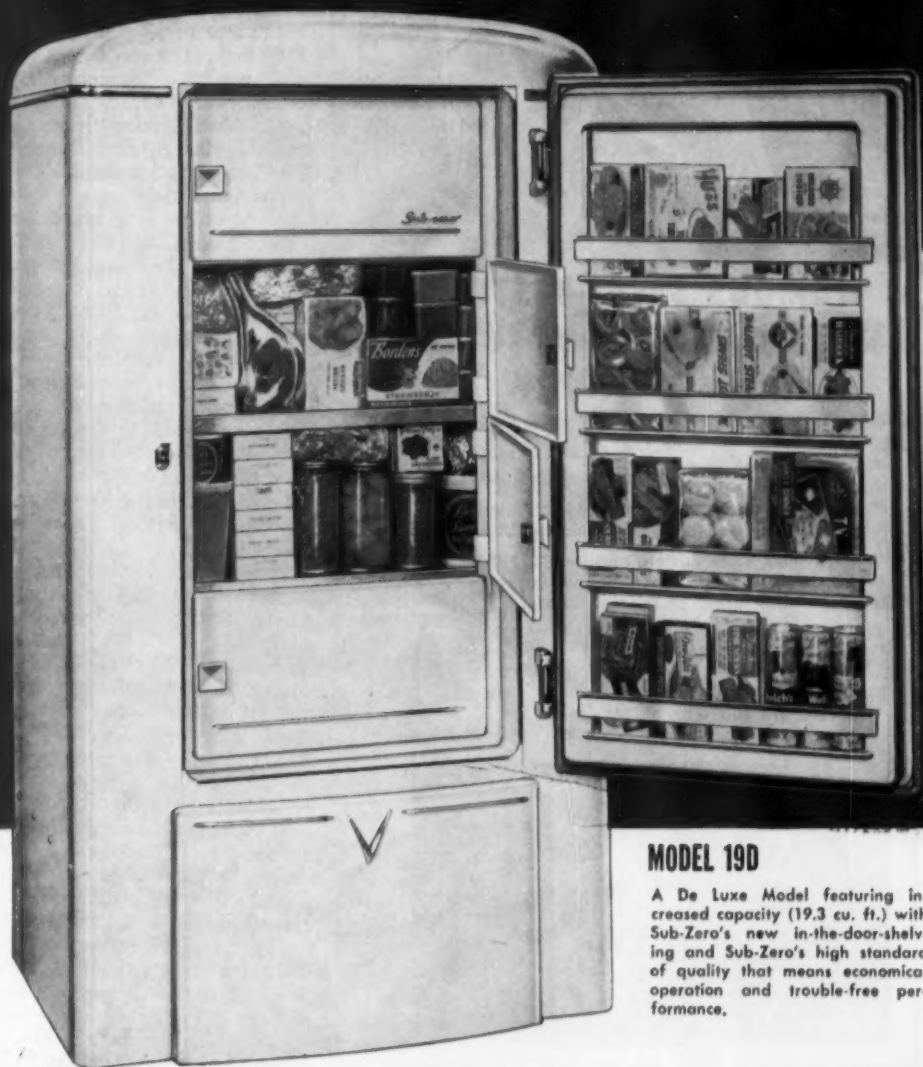
Outstanding in importance in the western picture has been the increasing importance of the role played by television. Last year many of the western states were in the beginning stages of television development, with stations but recently opened or about to open. This year saturations are already approaching 50 percent in many of the recently opened areas. Comparative figures are deceptive, as necessary expansion of figures to statewide and regional levels has been treated variously in various states. In some the available percentage ownership within

(Continued on page 290)

FOR YOU

business will thrive in '55!

with this
**NEW
SUB-ZERO
FREEZER
LINE!**



MODEL 19D

A De Luxe Model featuring increased capacity (19.3 cu. ft.) with Sub-Zero's new in-the-door-shelving and Sub-Zero's high standard of quality that means economical operation and trouble-free performance.

Here it is! The newly designed Sub-Zero line of upright freezers for 1955. Sub-Zero . . . with all-aluminum construction . . . with new trim and gleaming white interior doors . . . with attractive, modern styling and real sales appeal . . . with the finest of performance records. It all adds up to more sales . . . more profits . . . for you . . . with Sub-Zero!



The "12"

A brand new model with 12.1 cu. ft. capacity.



The "17D"

Medium sized De Luxe Model with 16.9 cu. ft. capacity.



The "22D"

De Luxe model with 21.9 cu. ft. capacity.



The "26"

Large capacity model with 25.5 cu. ft. ca-

NEW SUB-ZERO MODELS
on Display in
SPACE 17/110-111
AMERICAN FURNITURE MART
Chicago, Illinois
During **WINTER FURNITURE SHOW**
January 3 to 15 Inclusive

Get the Facts... Write Today!

SUB-ZERO

FREEZER CO., INC., MADISON, WISCONSIN

STACKED with SALES

Your '55 Fan Deal
From **Viking**



Here's **Viking's**

"Volume Short Line" Fan Story

New Feature-Packed "920"

Circulating... Exhaust... Ventilating Fan

- Two-speeds
- Dial switch
- 2500 CFM*
- Portable... Reversible
- Optional Floor and Window Stands
- Fingerproof Grills (front and back)
- Quiet 20" blades



"You've got a winner here, I'm sure. It's good looking, compact, powerful, competitively priced and loaded with features that look easy to sell. Just what our dealers need for volume". That was the reaction of Perry Winokur of Main-Line Distributors in Chicago, Illinois when R. J. "Bob" Flanagan, his Viking Representative, told him about the all-new Viking "920".

FAMOUS SALES-TESTED "955" Deluxe WINDOW FAN

- Electrically Reversible... 2 speeds
- Eye-level push button controls
- Automatic Timer
- Exhausts 3500 CFM*
- Circulates 2000 CFM*
- Quiet 22" blades
- Seafoam finish
- Gold or Silver trim color
- There were more Custom and Deluxe "955" Fans sold in 1954 than any other window fan this size or larger. Positive proof of its sales ability.

(VIKING'S "955" CUSTOM has all the popular Deluxe features except the Automatic Timer reducing its retail price enough to close the sale with any fan buyer.)



"With the '920' and these two models of the '955', our dealers have low, middle and big ticket prices to sell. They should give him maximum sales per dollar inventory investment. And believe me, that's what he wants". So stated Herbert Williams of Main Line Cleveland Inc. in Cleveland, Ohio after Viking Representative Tom Ebe had shown him the "955".



Backed By This Selling Support

- 50-50 Co-op Ad Allowance
- Newspaper Ad Mats
- Store and Window Fan Display
- Radio Commercials
- Television Commercials
- Four Color Product Literature

DEALERS: Get the whole story from your Viking Distributor. See "How To Make Money With Window Fans" before you buy.



Viking
Air Conditioning

DIVISION OF THE NATIONAL RADIATOR COMPANY
5601 Walworth Ave. Cleveland 2, Ohio



Viking "955"
Window Fan



Viking
Attic Fans



Viking "920"
Window Fans

Other
Viking Products
Blower Assemblies
Blower Packages
Humidifiers

The Far West

—CONTINUED FROM PAGE 288—

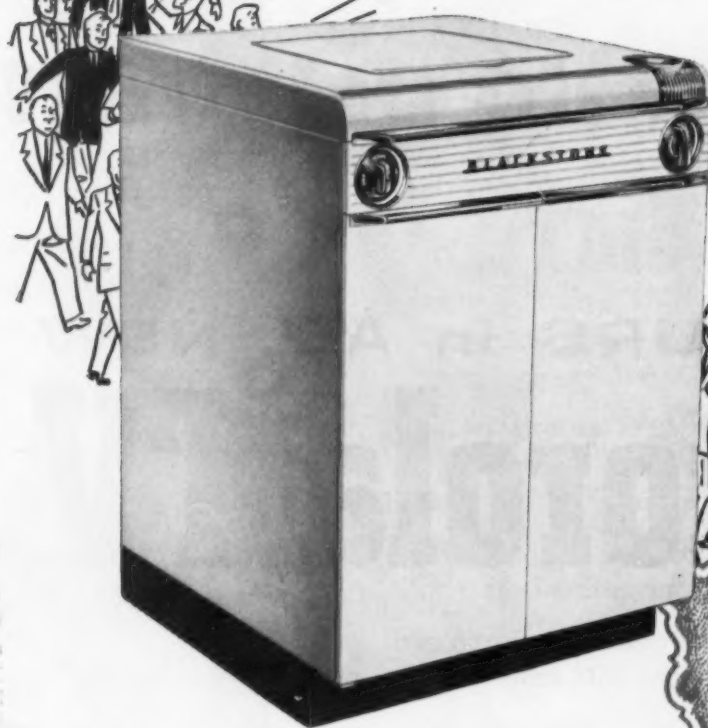
a signal area has been given as applying to the whole territory, while in other cases, a high saturation has been entirely omitted because of the difficulty of establishing the limits of the area to which it applies. The figures give an average saturation figure for the entire area of 57 percent—probably a little high. The very high Utah figure of 75 percent is based on an expansion of figures for a concentrated reception area. New Mexico figures are not available for either Albuquerque or El Paso reception areas. The California figure of 64 percent is probably low. According to an expansion of the figures given, 2,615,600 sets are now owned in California. However, the Electric League of Los Angeles reports an ownership of 1,929,254 sets in that area alone as of September 30, 1954, which means the total for the state should be considerably higher. Incidentally, as of that date, 293 color sets were owned in the Los Angeles area. For what they are worth, however, the figures indicate that 661,641 sets were sold in the 11 western states, representing a total expenditure of \$157,000,000, or \$27.13 per home. Investment in television sets already owned amounts to \$135.66 per home. Overall saturation is 57 percent, which means that 2,572,923 homes are still without sets. Sales were up six percent in the Intermountain area, down five percent in the West as a whole. California sales figures amount to fully half the total for the entire area. From the standpoint of money paid in, television sales amounted to 25.8 percent, or better than one fourth of the average dealer's total appliance income during the year. Alaska has not reported sales or saturation figures. Hawaii figures are inaccurate, as they omit the main reception area. British Columbia reports the high figure of \$49.98 spent per home, or a total of \$13,273,000 sales. One in every five customers bought during 1954. Saturation there is now rated at 26.2 percent, which means about 194,976 homes left without sets.

General Outlook Good

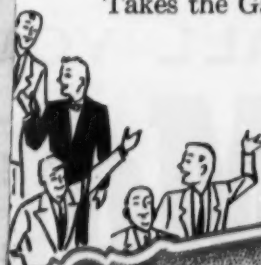
General outlook for the West in the coming year appears to be good. At least there are no apparent factors in western economy which would offer any basis for an important recession. The era of excessive overtime for the factory worker is probably a thing of the past here as elsewhere in the country. Two economists making separate predictions for the coming ten years in this area both foresee possible minor recessions at a later date, but both predict higher employment levels, continued increase in population and in general a favorable climate for good business during 1955. What international factors may affect buying psychology are unpredictable. Nor has anyone ventured to estimate the percentage of profit which any individual dealer will make from the appliances he sells. In that respect, he will largely determine his own destiny. End

1850 MORE DEALERS

**JOIN THE
SWING TO BLACKSTONE AS BIG BONUS
PROMOTION SWEEPS CITY AFTER CITY!**



Everywhere more and more dealers are proving that "high-margin Blackstone" is the money-making line of Home Laundry Appliances! Big Profits... Big Promotions... Bigger and Bigger Unit Sales make Blackstone the year 'round backbone of dealers' laundry equipment business. Unsurpassed quality, a model for every prospect, and restricted franchising—are added assurance that "Blackstone Takes the Gamble out of Appliance Selling"!



BLACKSTONE'S SELECTIVE DEALER POLICY WINS DEALER PRAISE

Dealers everywhere have expressed hearty approval of Blackstone's Selective Dealer Policy. Blackstone chooses its dealers with utmost care. We firmly believe that a network of responsible dealers who respect their Blackstone franchise, and whom we in turn respect, keeps Blackstone out of the price wars that are disrupting the appliance industry.



Blackstone

JAMESTOWN, NEW YORK

America's Oldest Manufacturer of Home Laundry Appliances



Quality Wringer Washers at a Promotional Price!

Medium Priced Washers with Deluxe Wringer Features!

Semi-Automatic Washers at an amazing Low Price!

Finest Automatic Washers in the world Today!

Automatic Dryers with the Features that Sell Themselves!

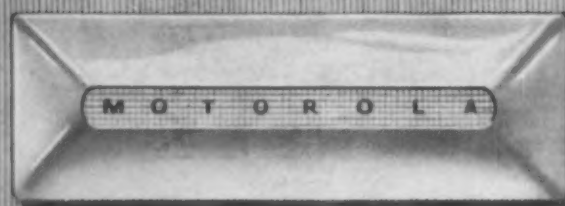
Automatic Cabinet Ironer with New Foldaway Cabinet!

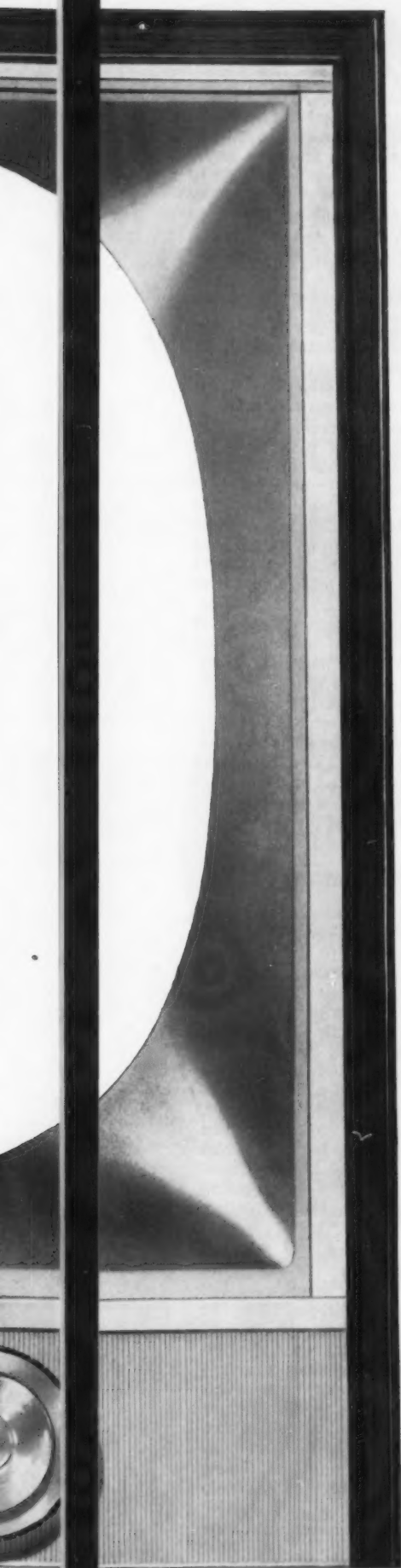
Blackstone's World Famous Complete Home Laundry Units!

- ★ **Better than ever
performance!**
- ★ **New styling!**
- ★ **Dynamic pricing!**

ALL YOURS in ALL-NEW

Motorola TV





This

handsome table model we're showing you here is just one example of what all-new Starline Motorola TV has for you. It's a short, hard-hitting line (14 models) with new selling points built into every single model. *Strong*, competitive points like these:

Better-than-ever performance even in remote areas, with the new Motorola Starline 4-star and 5-star chassis. Most automatic tuning in television, with completely self-adjusting contrast on every station.

New styling—with controls regrouped for maximum tuning convenience. Richer, more handsome instrument panels and cabinetry than ever before.

Dynamic pricing—all this added quality at the volume-minded prices you'd expect from Motorola . . . prices that give you a real competitive head start.

See Motorola Starline TV at the January Market, Space 505-07, American Furniture Mart. Or ask your Motorola Distributor for details. Once you see it—you'll want to sell it!

Motorola TV

Copyright 1955, Motorola, Inc.

Just like an *open book*

...a Pittsburgh Open-Vision Store Front!



IT'S THE STORE with the friendly, open appearance that attracts the attention of the passer-by and gets the business. That's why so many merchants and business men have decided to use Pittsburgh Open-Vision Store Fronts to modernize their properties.

Perhaps your appliance store could benefit from this type of

modernization, too. Just look at this attractive establishment . . . Newton Appliance Center, Newton, Kansas. Its smart, modern and inviting appearance is due in large measure to its attractive Pittsburgh Open-Vision Store Front. This eye-appealing design features Carrara® Structural Glass, Pittsburgh Polished Plate Glass and a Herculite® Tem-

pered Plate Glass Door.

To get more information on Pittsburgh Store Front Products for both new building and modernization, just send for a free copy of our booklet, "How To Give Your Store The Look That Sells." We will also be happy to give you a free estimate on the cost of a new front. There is no obligation, of course.

Store Fronts
and Interiors
by Pittsburgh



Pittsburgh Plate Glass Company
Room 5115, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

- ☐ Please send me a FREE copy of your modernization booklet.
☐ Have your representative give me a free estimate on a new store front.

Name
Address
City State



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

You're Selling in a Replacement Market

— CONTINUED FROM PAGE 95 —

ins of various types of products. He could surmise, for example, that air conditioner trade-ins would require considerably more investment to resell than, say, electric ranges. Out of every 100 air conditioners taken in trade, it is likely that five would have to be junked and only 21 could be resold as-is, while 47 of them would have to be rebuilt before reselling. On the other hand, 40 out of every 100 ranges could be sold as-is, although 26 would have to be junked and 22 rebuilt.

Planning Ahead

Other aspects of the survey also lend themselves to use as administrative tools, particularly in budget planning. Look, for example, at the trade-in figures on refrigerators. Unless you maintain accurate and easily obtainable historical records on the percentage of trade-ins in your own business, you can figure what your trade-in costs and volume are likely to be from these figures. Suppose you plan to sell 100 refrigerators during the coming year. You can estimate from these figures that 49 of these sales are going to involve trade-ins. Assuming that you pay an average of \$30 each (deducted, of course, from the price of the new unit), your trade-ins will cost you \$1,470. You probably will have to junk 13 of these (27 percent of 49) for a total loss of \$390—which will have to be made up somewhere else. Another 13 will have to be rebuilt before they can be resold. Sixteen can be resold as-is and seven will still be sitting around the store at the end of eight months.

Rule of Thirds

Applying the rule of "one-third, one-third, one-third" to this figuring will give you a rough idea of whether you are going to make money (see EM, March, '54, pages 76, 77 for a complete description of trade-in formulae). This formula assumes that the price offered the customer for a trade-in is approximately one-third the resale price when it has been reconditioned. In the example given above, the 13 refrigerators which must be rebuilt to be resold should sell at an average of \$90, which figure is composed of \$30 for cost, \$30 for reconditioning, commissions and handling, and \$30 for profit. The \$390 profit realized from the resale of these 13 units would just wipe out the loss of the 13 that had to be junked. Any profit, therefore, would come from the units sold as-is.

Applying the tables reproduced on these pages to an individual's dealer's own business and applying to them the arithmetic of his own experience will give him some estimate of the extent and costs of his trade-in business. Those are things he should know, for, whether he likes it or not, he's going to be selling in a replacement and trade-in market from now on. End

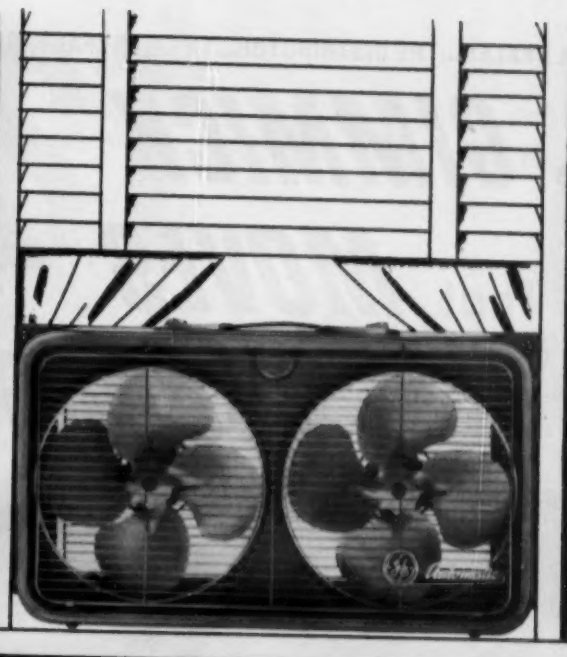
NOW!

A NEW FULL LINE!

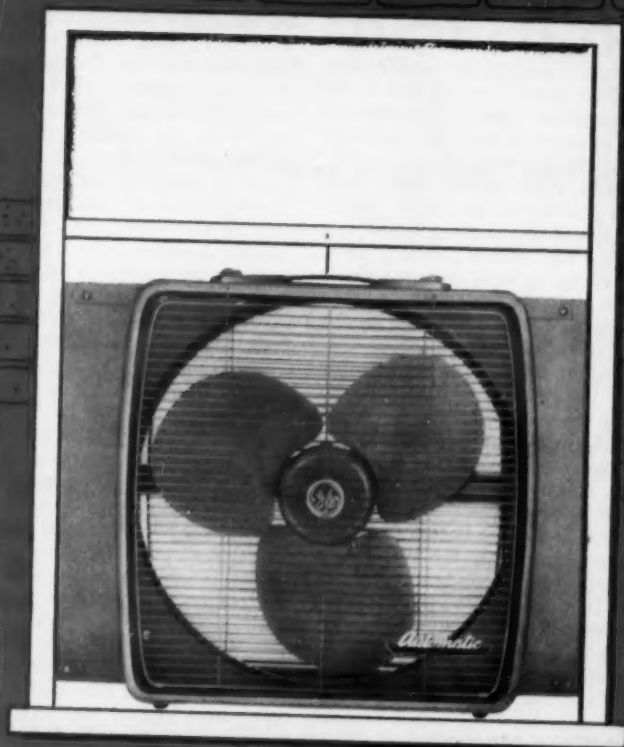
GE WINDOW FANS

OK! OK!—so we listened to you.

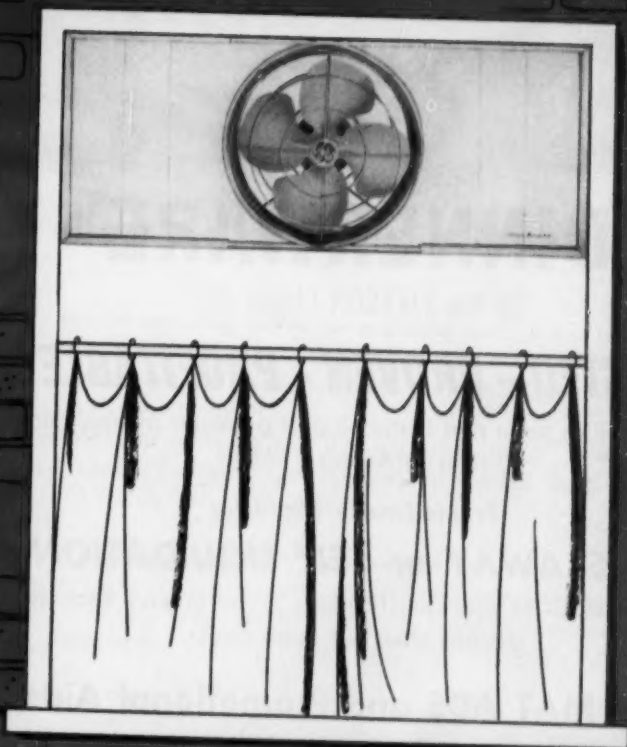
Now do us a favor. Just for once, order enough G-E Fans to meet that big demand. And early, gentlemen—early!



New G-E Automatic Twin-Fan Ventilator. Reversible. Turns ON and OFF when temperature rises or drops. Fits sash or casement windows. Portable—for use as ventilator or circulator. Only \$64.95*



New G-E 20" Automatic Window Fan. Reversible. Automatic thermostat control. Cools up to five rooms. Portable for use as ventilator or circulator. Only \$69.95*



New G-E Window Ventilator. For year-round ventilation. "See-thru" panel allows view and sunlight. Easily reversible. Snaps out for use as table, floor or wall fan. Only \$34.95*

PSST. Don't forget—all G-E Window Fans are portable—reversible and dual purpose—use them in the window as ventilators, or use them anywhere as circulators.

ELECTRICAL MERCHANDISING—JANUARY, 1955

GENERAL  ELECTRIC

The **GIMMICK** That **MOVES** The **GOODS**



DINNERWARE

by the STETSON CHINA CO.

TESTED - PROVEN - PROFITABLE

The positive tie-in that is the biggest promoter of appliance sales in America today!

Promotionally Priced for

GIVE-AWAY or SELF LIQUIDATION

Custom-made to your specifications . . . or original Exclusive designs from our huge stocks.

FREE MAT ADS and Promotional Aids!

LET US PLAN A PROMOTIONAL PROGRAM FOR YOU!

Write Today to



Stetson China Co., LINCOLN, ILL.
America's Largest and Most Modern Dinnerware Manufacturer

The Lighting Industry

CONTINUED FROM PAGE 96

today. At 500 burning hours, this minimum standard home would consume 2,500 kilowatt hours per year (on lighting alone) as compared with the 1950 average of 1,830 kilowatt hours per residential customer for all uses. And the minimum home would have 36 pieces of lighting equipment (21 fixtures and 15 portable lamps) as against today's total lamp sockets of 15.

Upgrading the Future

Another way to see the future of lighting is to apply the "one house in twenty" theory. (See charts, page 97.) It works like this. If the home light conditioning program could be applied to one-twentieth (five percent) of all the wired homes in the country for one year for each of ten years, half of the wired homes in the United States would be light conditioned in ten years. And by doing this, the bulb sales for the residential or home market alone would exceed the bulb sales to all markets for the current year of 1954.

To see the potential or the possibilities of this projection, one must face certain facts. The first is that this is a "Big If." No one believes for one moment that the industry could achieve these figures the first year. With more than 44-million wired homes in the country, the question of achieving five percent, or roughly some 2.1 million homes, the first year is out of the question. But the momentum of the push could build it to average out over the ten year period.

A close look at the two charts (Tables 3 & 4) will give some indication of the residential potential. Table 3 is based on 100,000 dwelling units. It shows the annual industry figure for bulb and tube sales. The current list price for this would be in the neighborhood of \$240,000.

Selling minimum light conditioning to this "one house in twenty" each year for ten years in a row would accomplish this: each house is sold \$40 worth of bulbs and tubes. On five percent of 100,000 this would bring in \$200,000 each year.

Each year the one-in-twenty proposition would decrease the market potential of non-light conditioned houses by one twentieth, or five percent. But the replacement market for renewal sales in bulbs and tubes from newly light conditioned homes would mount. During the first year of the program, renewal sales for bulbs would amount to \$65,000 per 100,000 homes. This would double the second year, triple the third, and so forth. At the end of the fourth year, this one phase of replacement sales would reach \$260,000. The projection for the ten years total would put replacement sales well over today's market, with the doubling mark passed in the seventh year.

The effect of the combined sales from the three phases (non-light conditioned renewal business, light conditioned conversion business and light conditioned renewal business) really adds up. To get the overall picture, not just that of bulb and tube sales,

look closely at chart 4. This shows what would happen in this one-in-twenty hypothesis. Working from the bottom up, the chart covers rewiring, portable lamp sales, fixtures and bulb sales. All are based on the 100,000 home yardstick for cross chart reference. To bring the average home up to the light conditioned level, it would cost \$125 for rewiring one home; \$140 for portable lamp relighting and \$180 for fixture sales. Each of these is the average per meter sold.

Contrasting with the bulb and tube market, which needs replacements as units wear out, the fixture, portable lamp and wiring phases are constant each year.

The Clouded Picture

However behind the vast residential potential goal lies much that complicates the picture. The distribution system has grown with the industry but does not present the clear cut, straight line form for achieving this goal.

For instance, there are three conventional forms in the distribution pattern—manufacturers, distributors and retailers.

Manufacturers. The manufacturers of bulbs and tubes are fewest in number but largest in volume and activity. They have done more to promote, build and stimulate the industry than any other segment. But since they make only the end product, they cannot do the job alone.

The manufacturers of fixtures are many in number, but small in size. There is a lack of brand name acceptance in the fixture field, with a few notable exceptions. Since these manufacturers are smaller in size they have less money to advertise, promote and merchandise their individual lines. Portable lamp manufacturers have similar problems.

Distributors. While some distributing firms may handle both appliances and lighting, they split the distribution between two divisions. And two types of salesmen handle the selling, promotion and merchandising. Service has been the basic aim of the distributor; promotion and merchandising has suffered.

Retailers. Retailers show a similar pattern. But the pattern is even more complex. Bulbs and tubes going into the replacement market are channeled through the mass distribution market. Well over half of the popular bulbs retail in the grocery and chain-variety markets.

Portable lamps probably move through the department store and furniture outlets in most cases, with a few specialized firms getting some of the business. Most of the distribution here is one-step, direct from manufacturer to dealer.

When it comes to fixtures, coupled with wiring, the electrical contractor is the most accepted outlet. He has the background of service (like his distributor) but is a less aggressive type of retail outlet.

(Continued on page 298)

At Chicago Furniture Mart,
Spaces 508A and 509A

FIRST SHOWING!

The most exciting line of appliances in Frigidaire history

Not just new features—not just improvements—but all new models,
plus brand-new additions to an already outstanding line

NEW! See the revolutionary Frigidaire Cold-Pantry! A combination food freezer-refrigerator so different it required a totally new name.

New Freezers, too! Uprights and chest types to meet every buyer's needs.

NEW! See the Electric Ranges with the magic "Thinking Top." Now comes automatic cooking on top that's as carefree, trouble-free, and work-free as automatic oven baking and roasting!

NEW! See a brand-new concept of built-in range units. Here's something totally new and different in both surface units and wall ovens. They will obsolete all others to set the pace for built-in cooking, baking and roasting in today's modern homes.

NEW! See the exclusive "Turbo-Spray Dishwasher." A new idea in washing action and rack loading at last makes the dream of 5-minute dishwashing come true. Pre-rinses, washes and dries electrically. Also there's a new Food Waste Disposer.

Finest Laundry Equipment, too. Recently announced . . . already a big sales success! See the famous Frigidaire Porcelain Pair and the new low-priced Thrifty Pair.

NEW! See the dramatic 1955 Room Conditioners. More compact, streamlined, with beautiful new styling—for both regular and casement type windows. New Twin-Powered models offer a new sales-making idea in local comfort and economy.

These new products will be shown to dealers and retail salesmen in dramatic, fast-moving, factory conducted meetings, as follows:

Albany Jan. 17	Detroit Jan. 28	Memphis Jan. 21	Philadelphia Jan. 13-14	St. Louis Jan. 10	Spokane Jan. 19
Atlanta Jan. 31-Feb. 1	El Paso Jan. 24	Miami Jan. 26	Pittsburgh Jan. 21	Salt Lake City Jan. 21	Syracuse Jan. 17
Birmingham Jan. 28	Fort Worth Jan. 21	Milwaukee Jan. 12	Portland Jan. 14	San Antonio Jan. 28	Tampa Jan. 24
Boston Jan. 12	Hartford Jan. 10	Minneapolis } Jan. 31	Roanoke Jan. 6-7	Seattle Jan. 17	Washington Jan. 14
Buffalo Jan. 24	Houston Jan. 26	St. Paul } Jan. 31	Rochester Jan. 26	Sioux City Jan. 28	Wichita Jan. 17
Chicago Jan. 6-7	Indianapolis Feb. 2	New Orleans Jan. 31			
Cleveland Jan. 19	Kansas City Jan. 20	Oakland Jan. 11			
Dayton Jan. 6-7	Los Angeles Jan. 5-6	Oklahoma City Jan. 14			
Denver Jan. 24	Louisville Jan. 19	Omaha Jan. 26			

Get complete details from the Frigidaire Distributing
Headquarters office that serves your area.



FRIGIDAIRE Built and backed by General Motors

FEATURES SELL KITCHENS
that's why you have

So much more to sell
when you sell **LYON!**



AIR CONTROL UNIT banishes smoke, heat and cooking odors. Just raise the hood and it goes to work. Lower the hood and it's "off" automatically. A cooler, cleaner kitchen—and housewives love it!



TAP-O-MATIC HANDLES open cabinet doors like magic. Just a tap and they swing open automatically. Here's a convenience every housewife raves about—and it's a Lyon exclusive!

And Another Big Selling Feature **LYON STEEL KITCHENS IN COLOR**

• Green, blue, yellow, pink, gray, tan—any of these colors, alone or in combination, are now available. Lyon provides them at only 10% over white in cost—only one week additional delivery time! If some of your customers want special colors, we'll furnish them, too!

Features—choice of colors—Lyon's direct-to-dealer policy—these all combine to make Lyon this year's hottest line!



TWIRL-O-MATIC UNIT provides loads of additional storage space. When Mrs. Housewife rotates this corner unit, out come two circular shelves with stored materials at her fingertips.

MAIL COUPON FOR COMPLETE STORY

LYON METAL PRODUCTS, INC., 121 Monroe Ave., Aurora, Ill.

Gentlemen: I want proof that the Lyon Direct-To-Dealer Kitchen Cabinet policy can mean bigger profit to me . . .

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

BY _____

A PARTIAL LIST OF LYON STANDARD PRODUCTS

- | | | | | | | | |
|-------------|--------------------|---------------|------------------------|---------------------|-------------------|-----------------|---------------|
| • Shelving | • Kitchen Cabinets | • Tool Toters | • Economy Locker Racks | • Display Equipment | • Filing Cabinets | • Service Carts | • Tool Stands |
| • Lockers | • Cabinet Benches | • Bar Racks | • New-Freedom Kitchens | • Flat Drawer Files | • Folding Chairs | • Sorting Files | • Shop Boxes |
| • Stools | • Storage Cabinets | • Tool Boxes | • Toolroom Equipment | • Revolving Bins | • Work Benches | • Drawer Units | • Tool Trays |
| • Bin Units | • Drawing Tables | • Parts Cases | • Wood Working Benches | • Hanging Cabinets | • Bench Drawers | • Hopper Bins | • Shop Desks |

Lighting Industry

CONTINUED FROM PAGE 296

The electrical contractor is one who sells, installs and services lighting. But the emphasis in the past has been on the last two and the selling has suffered. Up until recently, he has not promoted or traded up, has not merchandised and developed new business.

Where, you might ask, does this leave the appliance dealer? Does he have a place in the lighting industry and should he attempt to get a share of the retailing dollar which is so evident in the potential?

The answer is a qualified yes. He can get a share of the market. And he has the tools. But to see just how the appliance dealer can fit into tomorrow's lighting market, factors both in his own appliance industry and those of the lighting field must be considered.

The appliance retailer has shown evidence lately of a change. He is going into more sidelines and there is a tendency to diversify. The chronic complaint of low profits and slim margins is common. New appliances, such as component ranges and ovens, built-in refrigerators and air conditioning are calling for more service attention in the installation phase. More dealers are turning toward the kitchen field as a better chance for package sales at a cleaner price.

What does this mean? It simply means that the appliance dealer could handle lighting in a limited form if he considered it a sideline. One that could be coordinated for package sales.

Lighting as a Package

The dealer should not concern himself over much with bulb or tube sales, for he cannot compete with the mass markets. Should he go into portable lamps? No, for he cannot stock the required inventory with these changing style items. What remains? Simply the fixture and wiring end of the business. These are stable items, with small change in lines and a limited inventory, which are associated with appliance lines—the kitchen, the laundry, and possibly the bath.

To do this, the dealer must think of lighting as a package, not as individual units. Taking a cue from the light conditioning program, he should promote, merchandise and sell lighting as an "appliance." He should learn to think in terms of a "roomful of light." If the dealer can bring himself to think in these terms he will not be working with small units.

Utility fixtures for a kitchen job, plus the wiring can bring in \$100. Bath fixtures can run to \$40 to \$50 and with wiring can rack up a sale of \$75. Consider a good job of lighting the laundry room. If you are selling the matched pair (washer and dryer), work for a package job of lighting too.

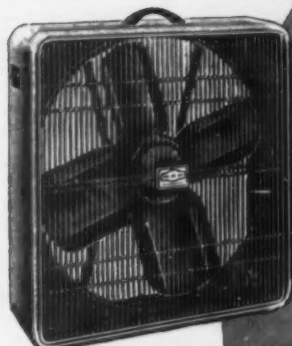
There are many other ways in which the appliance dealer can work with lighting for a healthy profit. With 30 percent margins, he can build a business which is far from small.

See What's New!

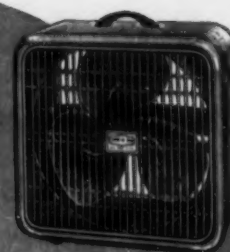
Booths 1205-7-9 Navy Drill Hall

at the Chicago National
Housewares Show — Jan. 13 - 20

**NOW...
NEW!**



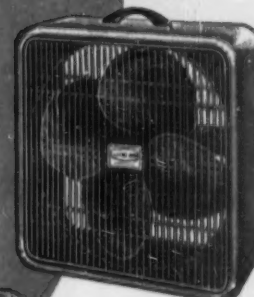
Model MRP-24
24" Electrically
Reversible
Portable Window Fan



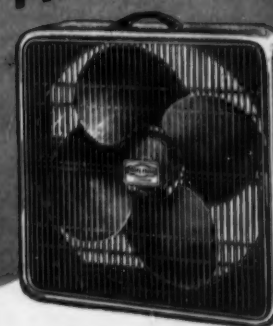
Model MWP-12
12" Reversible
Portable Window Fan



Model MWP-T12
12" Twin Reversible
Portable Window Fan

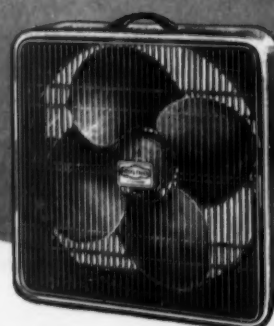


Model MWP-16
16" Reversible
Portable Window Fan



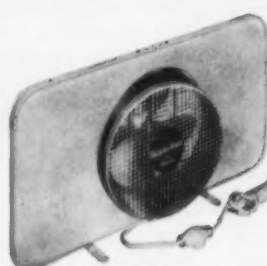
Model MWP-20
20" Reversible
Portable Window Fan

**QUALITY,
TOP PERFORMANCE
AT A PRICE!**

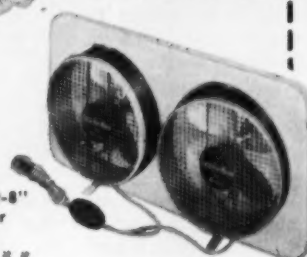


Model MRP-20 20" Electrically
Reversible Portable Window Fan

**...including
THE SENSATIONAL NEW
JET-8 and TWIN-8's**



MP-8
MARKEL "Jet-8"
Fresh-Air Maker



MP-T8
MARKEL Twin "Jet-8"
Fresh-Air Maker

**with
INDEPENDENT
DIRECTIONAL
SWIVELS**

✓ Directional!
✓ Powerful! ✓ Reversible!
✓ Convertible! ✓ Quiet!

DIRECTIONAL! Each jet cone swivels independently 30° — fingertip controlled!

FITS EVERY WINDOW! Built-in brackets adjustable to all 24" to 38" windows!

REVERSIBLE! Push out hot air—pull in cool air!

PORTABLE and VERSATILE! Lightweight — adjustable cushioned twin feet stand solidly anywhere.

MARKEL ELECTRIC PRODUCTS, INC.
Founded 1920 BUFFALO 3, N. Y.

Manufacturers of Fresh-Air Maker Portable Window Fans, Portable and Built-In Heetaires, Markel-Maid Fry-Pans, Cookers, Warmettes, and Residential Lighting Fixtures.

NOW — MARKEL PRESENTS a new line of the famous FRESH-AIR MAKERS that are the standard of the fan industry!

EIGHT MODELS — from 8" to 24" including two electric reversibles — to supply all your fan needs! A model for every purse and purpose!

AND — in addition — a down-to-earth selling program that means greater volume, greater profits for you!

YES, MARKEL FRESH-AIR MAKER FANS have everything that your customers want — that you want!

Write, wire or phone now for the details!

**All These . . . and a Complete SALES-AID
MERCHANDISING PROGRAM TOO!**

1. COOPERATIVE ADVERTISING Program
2. Tell-n-sell Floor Demonstrator Displays
3. Hand-out and Mail-Out LITERATURE
4. Tell-n-Sell FACT TAGS
5. NEWSPAPER AD MATS
6. RADIO and TV SPOTS

**"MARKEL Fresh-Air Makers
are PROFIT MAKERS!"**

*If you're not going to the Housewares Exhibit, write,
wire or phone DEPT. EM1 for literature and prices.*

*See Our Market
Special . . .*

**NEW 20"
ELECTRICALLY
REVERSIBLE
3-Speed Window
FAN** with adjustable
side Panels

*The Low, Low Priced
Electrically Reversible
3-Speed 20"
Window Fan!*

*Do You
Want to Keep All
of Your Profits?*

**27-YEAR RECORDS
SHOW DEALER SERVICE EXPENSE
IS PRACTICALLY ZERO**

**Barton®
WASHERS**



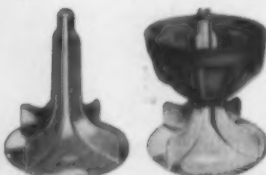
Give you freedom from ruinous "Cut Price" competition. Important exclusive Barton features aren't available on other washers at any price.

WATER-DEFLECTOR TUB

Produces 1800 extra cleansing water currents per minute. Washes clothes in less time—saves soap and electricity.

3-SPEED WASHING AND WRINGING

Provides selection of speed to suit kind of material being washed—from sheerest curtains to heavy work clothes.



DOUBLE-DUTY AGITATOR

Has removable bowl for washing small pieces—baby clothes, handkerchiefs, and lingerie separately. Bulky clothes are washed at the same time in the large tub.

BIGGER INITIAL PROFIT

Barton not only offers exclusive features and less service expense, but also more profit to begin with. Barton discounts are especially liberal and you can choose from seven value-priced models—under your own label if you wish.

Make sure of your washer sales and profits—with Barton. Write today for portfolio containing illustrations, specifications

and prices.

VISIT

Our Space at 549A
American Furniture
Mart



Write for
Portfolio
B-54D.

THE BARTON CORPORATION

West Bend, Wisconsin • Export Address 39 Broadway, New York 36, N.Y.

Washing Machines

CONTINUED FROM PAGE 98

shipments or sales. Both shipments and sales are roughly evenly divided which means that washers have continuing steady acceptance throughout the year.

Geographically, washing machine shipments by states, based on an average of seven years show the East North Central area (O., Ind., Ill., Mich., Wis.) with 21.17 percent of the total business. The next most important area are the three important Middle Atlantic states (N. Y., N. J., Pa.) with 19.60 percent; third most important region is the South Atlantic group with 12.67 percent, Pacific States with 12.17 percent, the West North Central area with 9.54 percent, the West South Central with 9.12 percent, the New England states with 6.10 percent and the Mountain states last with 3.44 percent. Our figures on washer shipments for the first nine months for 1954 do not show any marked variation from the seven year average.

Sales by Regions

A further clue to the distribution of washing machine sales by regions is provided in our annual survey of electric utility companies reporting sales in their areas. Further details are given in the article elsewhere in this issue, entitled "Appliance Sales by Regions". A total of 149 utility companies provided us with data on washing machine sales and they showed that 68 units of both automatic and conventional washers were sold per thousand customers served. This is down somewhat from the figure reported last year when 75 units of both types were sold per thousand customers. It is interesting to note that the Pacific states with 98 units sold per thousand customers led the regions last year, according to these utility figures, and the West South Central region was second with 90 sales per thousand customers. The Mountain states follow with 85 per thousand and the South Atlantic region was next with 79 per thousand.

It will be seen from the sales figures

that the automatic washer, along with the refrigerator and television, stood high in the dealer's favor as one of the big three appliances. But the automatic washer, in addition, had its companion pieces, the dryer and the ironer, to boost total home laundry business into impressive volume figures. The popularity of the twin units of washers and dryers continued throughout the year and two manufacturers, Bendix and General Electric are now marketing a single unit combination washer-dryer. Manufacturers continue to improve and revise the design and engineering of automatic washer models, incorporating simpler controls, flexible washing cycles to accommodate both small and large loads, and more generous use of color in styling. Another successful home laundry conference was held during the year and brought together hundreds of home economists to discuss the various problems of detergents and the new synthetic fabrics and to work out a labeling system for garments to indicate their degree of washability. The day would appear to be coming when home laundry, long looked upon as a tedious form of drudgery, is approaching the state of an applied art.

As in 1953, there was considerable juggling at the distribution level—franchises being exchanged at a dizzy pace.

Industry spokesmen among leading manufacturers estimate that about 3,425,000 washers of both automatic and conventional types will be sold in 1955—a drop of about 200,000 units from 1954's sales. Of these, 2,355,000 should be automatics and 1,070,000 conventionals. This would seem to indicate a falling off from the 1954 figures and inasmuch as most informed sources seem to feel that business, if anything, will be better next year, it is reasonable to suppose that the total figure may be nearer the 3,600,000 mark. End



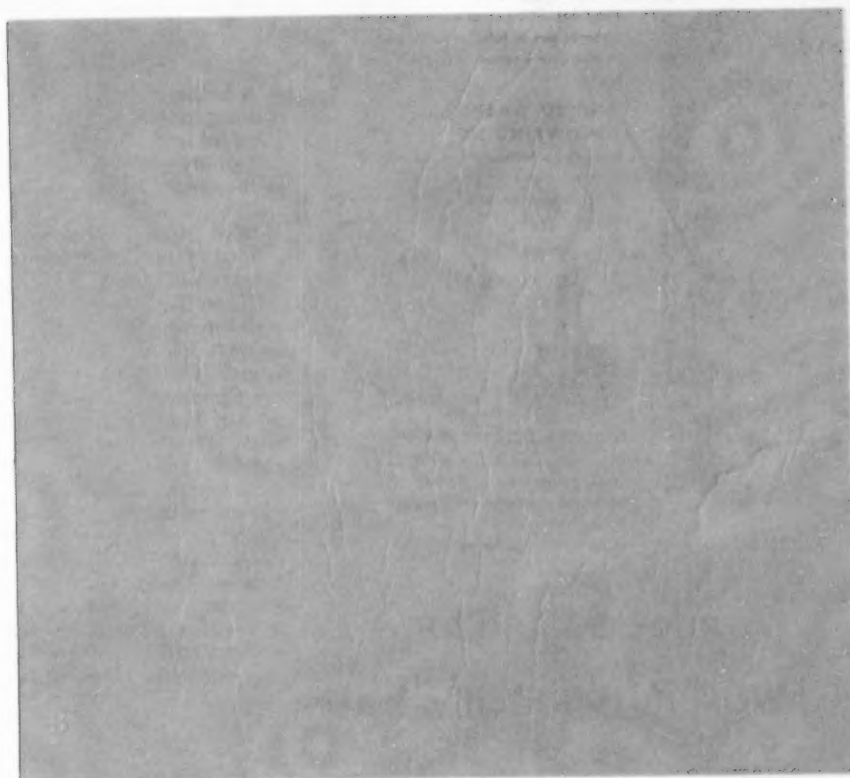
"FORGET IT MISS DWILP, IT'S GOOD ADVERTISING FOR POP'S APPLIANCE SHOP!"

BLUECK

THIS SECRET INVISIBLE MESSAGE IS FOR FEDDERS DEALERS ONLY

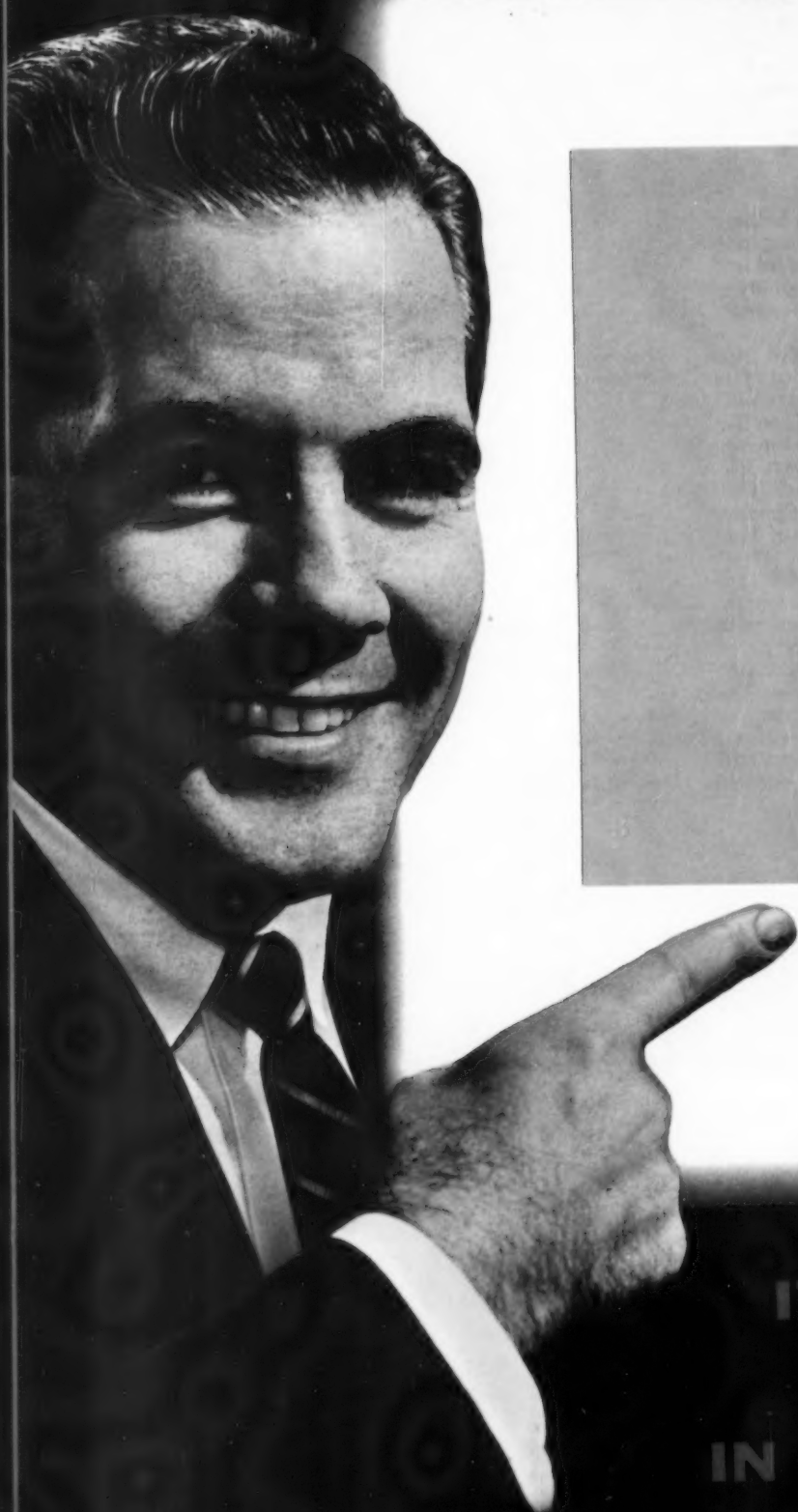
DO THIS

Pour water on the blue square. The moisture will bring out the secret message.



**ACT FAST ON THIS
SECRET INFORMATION !**

**IT WILL MEAN
COLD CASH
IN YOUR POCKET !**



FEDDERS PUTS YOU ON TOP OF THE PROFIT

*with the most complete line
of Room Air Conditioners ever offered!*

COMPLETE CUSTOM LINE

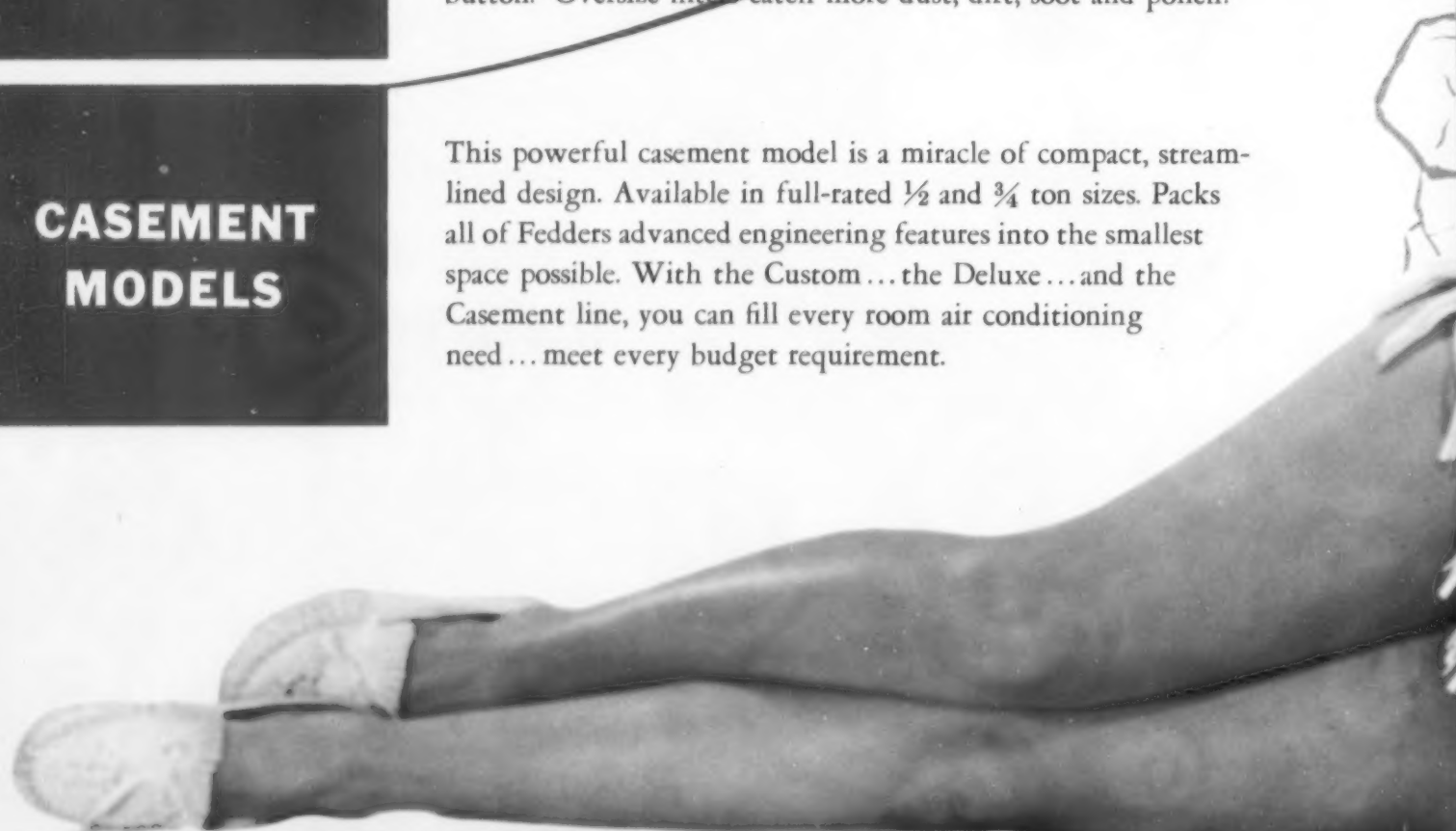
Top of the line...sleek, powerful new beauties that have Fedders exclusive "Famous Five Features!" Pre-balanced Refrigeration system gives steady, dependable cooling. Fingertip "Weather Wheel" gives gentle, draft-free airflow to any spot in the room. New front-mounted Weather Bureau gives easier push-button weather. Fleximount adapts to any kind of window mounting desired. Completely Automatic Thermostat cools and heats, too! Here's a feature package that'll sell any prospect. From $\frac{1}{2}$ up to $1\frac{1}{2}$ tons.

COMPLETE DELUXE LINE

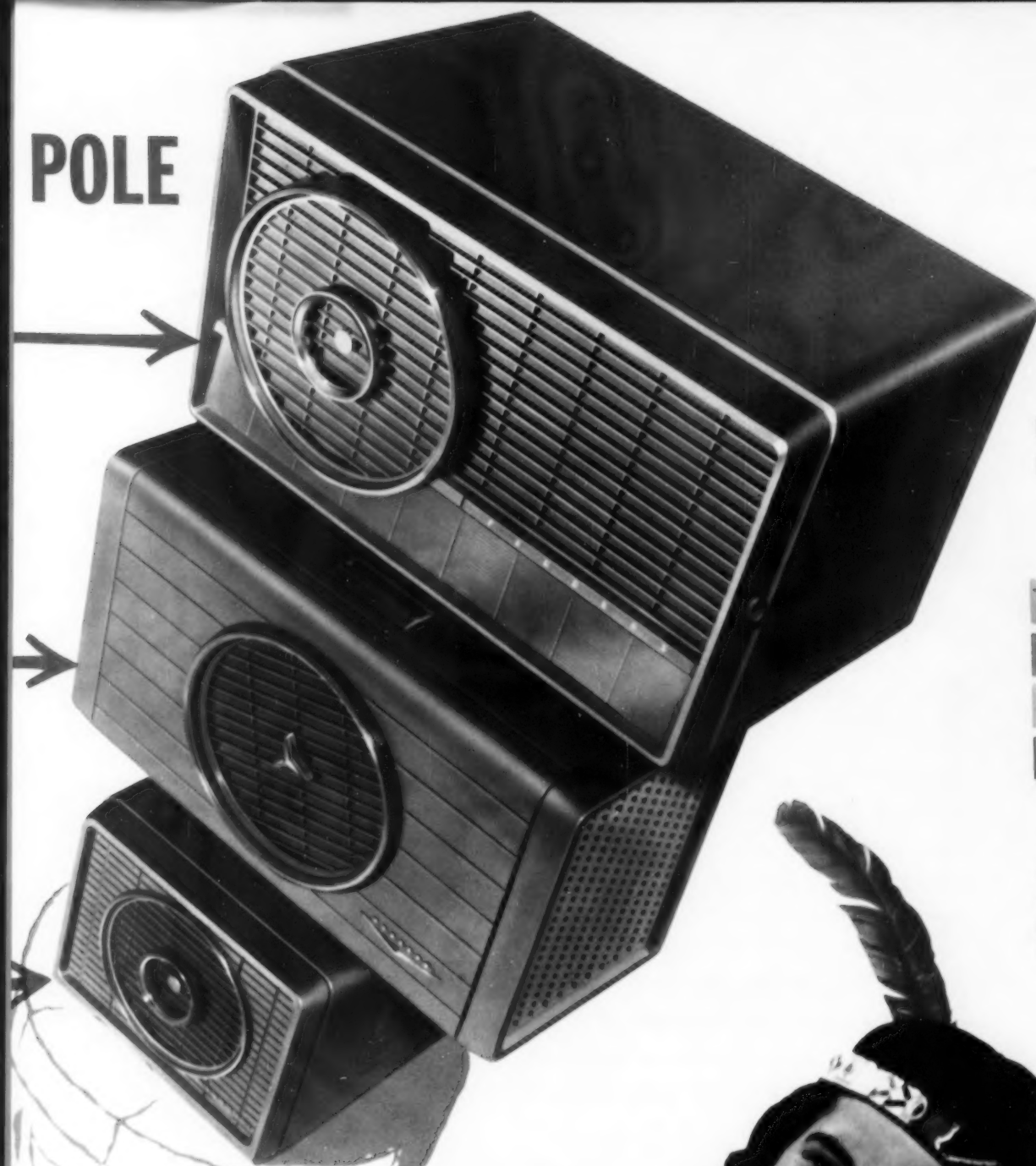
The popular powerhouse line that proved itself to be the Number One seller all over the nation. Ranging from the $\frac{1}{3}$ ton model to the $\frac{3}{4}$ and 1 ton models with tremendously powerful V-type Evaporator and the famous Fedders heat pump. Fedders original and exclusive Built-In Weather Bureau gives "the weather you want with the touch of a button." Oversize filters catch more dust, dirt, soot and pollen!

CASEMENT MODELS

This powerful casement model is a miracle of compact, streamlined design. Available in full-rated $\frac{1}{2}$ and $\frac{3}{4}$ ton sizes. Packs all of Fedders advanced engineering features into the smallest space possible. With the Custom...the Deluxe...and the Casement line, you can fill every room air conditioning need...meet every budget requirement.



T POLE



**BRAND NEW DUAL
DEMONSTRATION CENTER**



holds both Custom and Deluxe units. An actual salesman in itself . . . gives a complete visual presentation. By giving prospect a choice, it helps you "sell up!"

HOW!

Turn the page and
see HOW Fedders
is going to keep
you on top of the
profit pole in '55!

FEDDERS

*"HERE'S HOW" Fedders
is going to SELL for you*



1955 "HERE'S HOW" KICK-OFF PACKAGE

**1. BUSINESS AND
PROFESSIONAL CAMPAIGN**

Gives you complete coverage of Hotels, Motels, Office Purchasing Agents and Managers, Funeral Parlors, Hospitals, Doctors and Dentists.

**2. MAMMOTH MASS
MAGAZINE CAMPAIGN**

Reaches 27,000,000 of the most able-to-buy families. Hardest-hitting ads in the industry again in 1955!

**3. GROUP LISTING
NEWSPAPER PROGRAM**

Eight to ten hard-hitting ads running day after day throughout the hot weather season.

**4. RADIO AND TV SPOTS
WITH DEALERS LISTED**

Will be individually tailored for each market and paid for out of co-op and in-market funds.

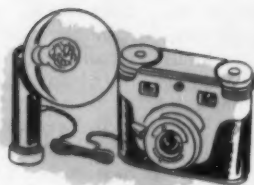
**5. BRAND NEW DUAL
DEMONSTRATION CENTER**

that shows both Deluxe and Custom models... gives the prospect a chance to trade himself up.

**6. COMPLETE DIRECT MAIL AND
SALES PROMOTION PACKAGE**

300 direct mail pieces, imprinted and mailed for you. Eye-catching wall banners, counter cards, streamers.

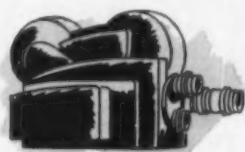




Wilkerson Studio
Fairfield, Iowa (pop. 7,299)

Commercial studio, and an Ansco dealership with a large stock of cameras, films, photographic equipment. George Wilkerson, owner, said:

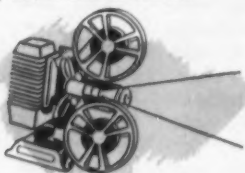
"About 98% of the farmers in this area have cameras. The younger people buy new cameras, with flash and movie equipment. Farmers like the 35mm. pictures in color, and buy both viewers and projectors."



Pardekooper Drug
Pella, Iowa (pop. 4,427)

This store is an Eastman dealer. The stock of cameras, films, flash equipment and accessories, fills a double section of shelves from floor to ceiling.

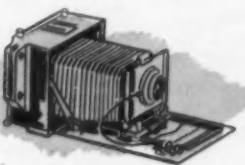
"Our trade is largely farm. This is one of the most camera conscious areas in the country. We have many tulips here, and people like to photograph them. Every farm family has at least one camera."



Lyon Camera Shop
Jefferson, Iowa (pop. 4,326)

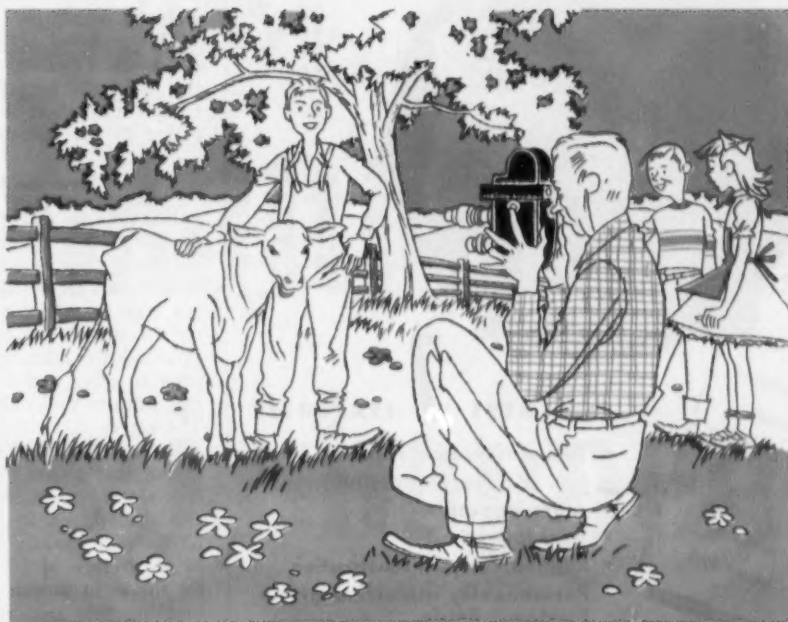
Mr. Marvin Lyon, owner, says he has sold a total of 1,500 of a certain model of camera with flash equipment; and most of the sales were to farmers. The store was showing twelve 35mm. slide projectors in one display, three home movie cameras in another. The proprietor said:

"My trade is mostly farm. Farmers in this community are camera conscious. They buy cameras, bring in film for developing, come to me with their problems."



Lehman Drug Store
Carroll, Iowa (pop. 6,231)

This store carries a \$6,000 inventory of cameras and accessories, and grosses \$30,000 a year from its photographic section. Beymer Lehman, proprietor, says that more than 75% of his photographic sales are to farmers; and pointed out that there were five other drug stores in the town.



Do you know any better customers . . .

for anything? Than the farm family subscribers to SUCCESSFUL FARMING?... Their farm cash income averaged just under \$10,000 in 1953. They have more spendable income after taxes than the average urban family... They spend more time together as a family—and more time outdoors—than city people do... In the past three years, 82% have remodeled or repaired their homes, and 4% have built new homes. They are prime prospects for electric appliances that saves effort, adds comfort and convenience to family living.

And there are an awful lot of them—more than 1,300,000 of the country's most prosperous farmers... a bloc of buying power equivalent to another national suburbia, in this one magazine!

... Ask any SF office for the story!

MEREDITH PUBLISHING COMPANY,
Des Moines . . . New York,
Chicago, Cleveland, Detroit,
Atlanta, San Francisco, Los Angeles.



DRYERETTE, JR.

The BIG LITTLE DRYER



SEE THESE 7 FEATURES:

- Two-washer load capacity
- Fast and low cost drying
- Automatic controls
- Very low priced
- Rugged, compact construction
- Permanently attractive green Plexitone® finish: can be furnished white to order
- Ideal for coin-metered operation

HOYT
LARGEST MANUFACTURER OF DRYERS EXCLUSIVELY

Ask for the whole story on the Dryerette, Jr.
Hoyt Manufacturing Corp., Westport, Mass.

Do repeat sales die in your customer's kitchen?



Really good salesmanship involves more than closing the original sale . . . it also includes paving the way for future sales of other appliances. And one sure way of killing off those repeat sales is careless delivery . . . scratches on the appliance . . . or scarring the customer's woodwork. Smart dealers avoid all this . . . instead they build goodwill by delivering appliances in Webb Slingabouts. They're made of water-repellant canvas, thickly padded and flannel lined, easy to slip on and off the appliance. And they're economical, too, for they can be used over and over for years.

Ask about Wrapabouts for Radio, TV, Hi-Fi and Air Conditioners

WEBB SLINGABOUTS
AVAILABLE FOR ALL MAKES OF APPLIANCES...

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.
Send Slingabout or Wrapabout prices for Model # _____

Make _____

Name _____

Address _____

City _____ State _____

Check Appliance

Refrigerator
Range
Washer
Radio
TV
Air Conditioner (please specify)

Clothes Dryers

CONTINUED FROM PAGE 100

only estimates and do not cover every utility in the country. On dryers, 164 utilities serving 30.6 million customers reported retail sales of 401,000 units. Projected to national totals this indicates sale of 582,237 units, considerably short of the total estimated by the industry.

Trade-ins Appear

ELECTRICAL MERCHANDISING's annual replacement and trade-in survey indicates that a surprisingly large trade-in market has developed on dryers, even though the units have been on the market for only a few years. (No industry sales totals are available prior to 1947 and even in that year the industry sold only 58,000 units). The survey shows that 284 out of the 380 reporting dealers are handling dryers; that means three out of every four stores handle the product. The 284 dealers reported sales of 2,874 units from January through August or an average of 10 sales per dealer for the eight month period. Dealers breaking their sales down into "new" sales and "replacement" purchases indicated that 87.1 percent of dryers were sold to homes not already owning the appliance while 12.9 percent were replacement sales. About three percent of sales involved a trade-in (the replacement rate of 12 percent is, as usual, considerably higher than the trade-in figure). Only about 11 percent of the dealers said they were accepting trade-ins on dryers, although better than 70 percent accept trades on refrigerators, ranges and washers.

The 30 dealers handling trade-ins sold 638 units and accepted 82 trade-ins. Of this latter total, 15.9 percent were junked, 24.4 percent were rebuilt and resold, 34.1 percent were resold as is and 25.6 percent were still on hand.

Whether the replacement figures industry-wide are as high as this survey indicates is not certain. One reason for a higher than expected replacement rate may lie in the improvements made in product design over the years. Early dryers were less economical to operate than today's counterpart, they created clothes wear that shortened clothes life, their high temperatures sometimes scorched fabrics and they tended to overdry, according to Ann Olson, home service director for Bendix.

Modifications and improvements in

design have overcome these problems. The most radical of recent innovations is the combination washer-dryer. Although only one firm has thus far actually produced commercial quantities of this unit, one more is definitely set to produce such a unit next year and it is generally conceded that many manufacturers are working on such units. The effect the increasing use of such units will have on the potential for dryers alone is by no means certain but it is a question which is receiving close scrutiny by many people in the industry today.

Initially, at least, such combinations are expensive (though not much more than the price of both a washer and dryer). But many people today can afford to buy only a single unit at a time and one of the distinguishing characteristics of the dryer market has been its quick acceptance by the moderate income market. Robert M. Mitchell, vice-president of Whirlpool, pointed out early last year that many dryers are being sold for use in low to medium priced houses and "not exclusively to the carriage trade as so often happens in marketing a new and relatively high-priced appliance." He said that 35.8 percent went into \$4000-10,000 homes, 46.5 percent into \$10,000-25,000 houses and 17.7 percent into homes "over \$25,000."

Optimism Prevails

This "broad" character of the dryer market is one reason why so many people in the industry hold such optimistic views as to its future. Long term guesses as to the industry's future sales were compiled by ELECTRICAL MERCHANDISING in 1952 and by Electrical World, a McGraw-Hill publication, in 1953. Both however have proven to be too conservative. The 1952 estimates predicted that it would be 1956 before the industry hit 833,000 units while the 1953 survey said that not until 1955 would the industry sell 823,000. That these figures were easily surpassed in 1954 is a good indication of how strongly the market has developed. The ultimate impact of the washer-dryer combination and other marketing conditions must be taken into consideration in making any new projections but for the immediate future the industry is moving strongly ahead, confident that it will set new records in 1955.

End

Special report to the trade

Selling Kitchens

EVOLUTION
DESIGN
FINANCING
INSTALLING
BUILT-INS
COLOR

That's the escutcheon plate for one of the most comprehensive and timely issues ever put before the appliance and radio-TV industry. In it you'll find kitchens analyzed and synthesized from 1650 to 1960, from appliances to work zones and from estimates to profits. And you'll find it in the March issue off ELECTRICAL MERCHANDISING

The biggest news in the air conditioning business is happening right now at York!

Great things are happening at York! . . . important developments that are now making Big News for air conditioning dealers.

Here are the facts:

To serve you better, York Corporation has set up two complete and independent divisions—Commercial and Industrial. Under the new organization, York's Commercial Division will devote full time and energy to air conditioning and refrigeration packages for the York Distributor-Dealer family. This is important news because more than ever before, York is deeply and directly in the "appliance" business.

To support these new steps, the York Commercial Division has an advanced new Research and Development Laboratory and expanded manufacturing facilities. And you'll soon see that York's program to help Distributors and Dealers sell has a new look—has been given plenty of elbow room!

Powerful new merchandising plans to help you sell in 1955 are all mapped out, starting with the finest line of air conditioning units the people of York, Pennsylvania, have ever produced.

News about this exciting York line will be announced to millions of homes throughout the country in the biggest, most aggressive, *concentrated* campaign in York's history.

As you know, York was the first to develop a commercially successful Room Air Conditioner . . . first to introduce the completely hermetically sealed cooling circuit in large commercial air conditioners . . . first to find a practical way to apply the "Heat Pump" principle to room units . . . first in technical superiority every year in every phase of refrigeration and air conditioning!

Now, with a powerful new strategy to push sales of the nation's finest line of air conditioning appliances, 1955 will be another year when York takes the lead.

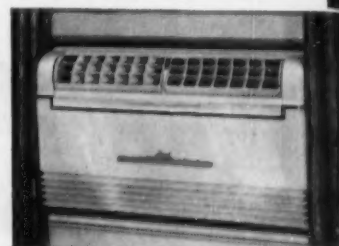
The management skill that made York the "quality name in air conditioning" is making York the "biggest-selling line in air conditioning."

You can get into position to capitalize on these events if you act now! Get an early start by using this coupon today!

The 1955 YORKAIRE Year-Round Residential Air Conditioner—a "best-seller" to expand a big market for you—fast!



The 1955 YORKAIRE Room Conditioner Model C-75 has features which have made YORK the most wanted air conditioner.



YORK CORPORATION, York, Pennsylvania
Commercial Division

Please send me complete information on the merchandising plans and products checked:

Yorkaire Room Conditioners ☐ Unit Coolers ☐
Yorkaire Store Conditioners ☐ Flake Ice Makers ☐
Automatic Ice Cube Maker ☐ Condensing Units ☐
Yorkaire Residential Air Conditioners ☐

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



the quality name in air conditioning and refrigeration

HEADQUARTERS FOR MECHANICAL COOLING SINCE 1885

from any approach...

the new
Camfield
line
leads to
Profits!

NEW! CAMFIELD TOASTER

NEW! CAMFIELD COFFEE-MAKER

NEW! CAMFIELD FRY-COOK

NEW! CAMFIELD KNIFE AND SCISSORS SHARPENER

NEW! CAMFIELD MIXER

NEW! CAMFIELD PORTABLE MIXER

All steps lead to the new
Camfield
BLUE RIBBON LINE

SEE IT NOW IN
BLUE RIBBON BOOTH
#437-439
NATIONAL HOUSEWARES SHOW
NAVY PIER
JANUARY 13th to 20th, 1955

Ironers

CONTINUED FROM PAGE 100

ironer is not that it can not be sold, but simply that it isn't being sold.

Tests by this company, he says, prove conclusively that a specialty selling operation moves ironers in volume. But it requires specialty sales crews who sell nothing else to follow up on washer owners, give demonstrations and/or free trials, or even put the machines out on a rental basis. Sales, he maintains, are the direct result of demonstration and instruction.

Sales by Months

No clue to the pattern of sliding sales is evident in our annual surveys of retail sales by months. Even in 1953 (the latest year available) December was, as usual, the best of the year with 12.52 percent of total sales. January was next best with 9.49 percent and April was third with 9.47 percent. The swing between the lowest (Sept., 6.73 percent) and the highest was 5.79 percentage points, indicating that the ironer is considerably more seasonal in nature than washers, somewhat less seasonal than dryers.

The pattern of manufacturer sales is similar, at least at the beginning of 1953, when January sales accounted for over 15 percent of sales. December, unlike the retail level, was the worst month with 4.5 percent. June was a fair month with 8.1 percent and the swing was a big 11.3 percent.

Replacements and Trade-Ins

Our survey of 380 dealers shows for

1954 that only 39.2 percent of them handle ironers—as compared with 90.3 percent for washers and 74.7 percent for dryers. This is a sharp decline from the previous year's survey when 52.4 of the responding dealers handled ironers.

Most of the sales that these merchants made were to homes which had not previously owned an ironer—93.1 percent. So replacement sales amounted to only 6.9 percent, far less than washers' 67 percent and even below the dryers' 12.9 percent.

Trade-ins accepted in proportion to total sales were even smaller—2.6 percent. Of those old ironers accepted as trades, dealers junked 17.7 percent, rebuilt and resold 29.4 percent, resold as-is 23.5 percent, and had 29.4 percent on hand.

Outlook for 1955

Despite the miserable showing of ironers in 1954, manufacturers are not singing the blues about 1955 prospects. One leading maker who suffered a 25 percent decline in 1954 sales expects to increase his 1955 volume by over 33 percent—which would put him over the 1953 figure. While neither he nor any other maker with a realistic attitude could logically look for any astronomical boom in the next few years, they can reasonably expect that there will always be a place in the home for ironers—and, if the product is carefully nurtured and exploited, a constantly growing acceptance. End

COLONIAL Antiques



Sale
7-INCH
TELEVISION
SETS

Hal Mousley

Here's why **Arvin TV**
sales are really rocketing!



Prices are suggested retail for Zone 1,
and include Federal tax and warranty.

**ALSO ARVIN SUPER CUSTOM
MODELS** (right) . . . a superb step-up line
in fine hardwood cabinets . . . with 270
sq. in. aluminized picture tube . . . "sight-
saver" tinted safety glass . . . stepped-up
picture power . . . automatic electronic
stabilizer . . . full-depth automatic focus
. . . lifetime linearity control . . . and a
host of other features \$229.95 to \$349.95

ARVIN "ROCKET 21"

- guaranteed quality at a rock bottom price
- with *NEW* longer dealer discounts!
- now with aluminized picture tube at \$169.95
- phenomenal range and stability
- side mounted controls on a horizontal chassis
—heat can't "pile up"
- compact mahogany-color cabinet,
21 ³/₈" x 20 ¹/₁₆" x 17 ¹/₂"
- built-in all-channel one-knob tuning optional
for only \$20 extra

**THE TV YOU CAN SELL AT A PRICE, SELL
AT A PROFIT, SELL AND BE PROUD OF**

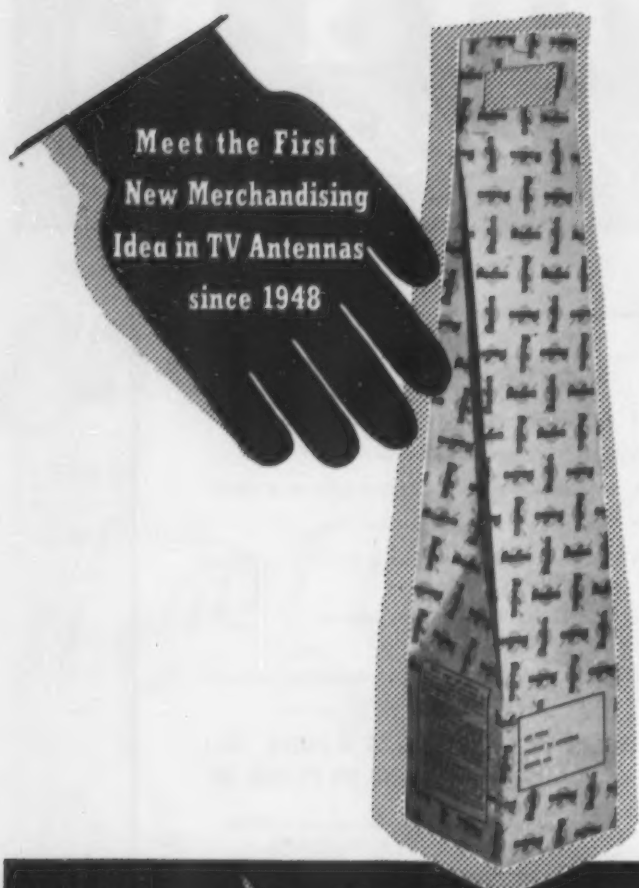
Other Arvin Rocket 21" VHF table models \$179.95
and \$189.95. Console model \$199.95.



**DISTRIBUTOR FRANCHISES
AVAILABLE IN SEVERAL AREAS**

WIRE OR WRITE: Weldon L. Payne, General Sales Mgr.

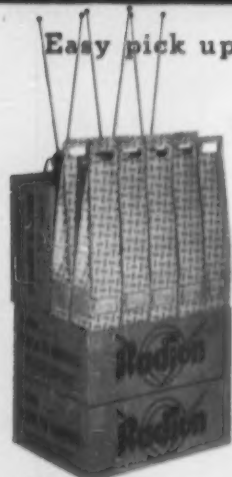
Radio & Television Division, Arvin INDUSTRIES, INC., COLUMBUS, INDIANA



THE NEW
Radion

PROFIT-PAK
CARTON

Easy pick up of impulse sales, extra profits



* Average Inventory
Value \$27.00

*Sell only 12**

QTA-3 Antennas a week

make **\$44⁴⁰** profit

(Same floor space as 1 TV set)

Make the 3 sq. ft. under a Radion Antenna carton the most profitable space in your whole store. Contact your jobber or write direct for Radion Profit Plan.

Radion

THE RADION CORPORATION
Dept. J, 1130 W. Wisconsin Ave., Chicago 14

Refrigerators

CONTINUED FROM PAGE 104

with 9.45 percent, 10.46 percent and 10.6 percent respectively. The two lowest months of the year are December with 6.02 percent and November with 5.88 percent of the year's total business. It is interesting to note that manufacturers' shipments of refrigerators are heaviest in the first half but fall off sharply during the remainder of the year.

To summarize the seasonal aspects of refrigerator distribution, we might point out that, based on four year average figures, manufacturers shipped 29.80 percent of their volume in the first quarter while dealers sold 22.13 percent in the same period; manufacturers shipped 28.13 percent in the second quarter as against dealer sales of 28.11 percent in the same period; in the third quarter, manufacturers shipped 23.28 percent as against dealer sales of 31.01 percent and in the final quarter, manufacturers shipped 18.79 percent as against dealer sales of 18.73 percent.

Sales by Regions

Again in 1954, ELECTRICAL MERCHANDISING surveyed most of the major power companies in the country for information on sales in their areas. During the past year reports were received from a total of 218 utilities serving 36,055,497 domestic electric customers. Of these utilities, 160 companies reported sales of 74 electric refrigerators per 1,000 customers as compared to 159 companies in 1953 reporting sales of 79 refrigerators per 1,000 customers. Projected nationally, this would mean that in 1954 a total of 3,324,270 refrigerators were sold. Highest reporting area in the country was Wyoming with 144 refrigerators per 1,000 customers; next was the District of Columbia with 129 per 1,000; next was South Carolina with 115; and next was Georgia with 102. Details of this particular survey may be found elsewhere in this issue under the title "Appliance Markets by Regions". A breakdown of each region is also pro-

vided. Further information on how the appliance market is divided regionally is provided by the state breakdown (also printed elsewhere in this issue) which shows manufacturers' shipments of refrigerators for the first nine months of 1954. A total of 2,289,781 units were shipped nationally and the following breakdown by regions is shown: Middle Atlantic States, (N. Y., N. J., and Pa.) accounted for 21.44 percent; the East North Central region, (Ohio, Ind., Ill., Mich., and Wis.) for 21.07 percent; the South Atlantic area for 14.20 percent; The Pacific states with 10.07 percent; the West South Central area for 9.28 percent; the West North Central for 8.91 percent; and the East South Central, New England and Mountain States for 6.13 percent, 5.89 percent and 3.01 percent respectively.

Size, Price, Design and Trends

The year 1954 was a relatively exciting and eventful one in the electrical refrigerator business. Spurred by intense competition at the manufacturing level, problems of discounting and general price cutting at the retail level, and the obvious necessity of producing new design innovations to help speed obsolescence, manufacturers pulled out all the stops to maintain volume. The basic market conditions for healthy sales volume were all in evidence—high employment, high incomes, a high level of savings, a decreasing volume of outstanding installment debt and an extraordinarily high level of new home construction. Opposing these opportunist factors, were the negative factors of over-production at the manufacturing level, a deterioration of specialty selling techniques by dealers, and a virtual disruption of price structure due to the activities of discounters and price cutting generally throughout all levels of the business. New refrigerators in general were re-styled, re-designed and re-engineered to attract that impor-

(Continued on page 312)



"COULD I TRY AN EMERGENCY EXPERIMENT WITH IT RIGHT QUICK?"



Airtemp

DIVISION OF CHRYSLER

room air conditioners in 1955!



CHRYSLER
AIRTEMP
DIVISION OF CHRYSLER

AIR CONDITIONING FOR HOMES, BUSINESS, INDUSTRY

ELECTRICAL MERCHANDISING—JANUARY, 1955

- 1. You sell with help from Specialists.**
Airtemp's *only* business is air conditioning. The Airtemp sales organization which serves the needs of room air conditioner dealers exclusively is made up of men who are factory-trained and experienced merchandisers. They know how to get room air conditioners into the hands of consumers!
- 2. You sell with a Leader.** Your prospects know the Airtemp name—associate it with engineering leadership—have complete confidence in the room air conditioners which bear it.
- 3. You sell with Franchise Protection.** Distributors and dealers are franchised.
- 4. You sell the only line with time-tested models for both conventional and casement windows!**

For casement windows—the original, tried and proved Airtemp especially engineered for quick, easy installation *inside* casement windows. Gives you sales where others can't compete!

For conventional windows—six different models, one that's just right for every size room and budget.



Quality products every one—products you can depend on to *stay* sold. With Airtemp, you never have to pay back your profit in service!

for details-mail coupon TODAY!

Room Air Conditioning Department EM-1-55
Airtemp Division, Chrysler Corporation
1600 Webster Street, Dayton 1, Ohio



Yes, I'm interested—please rush complete details.

Name _____

Address _____

City _____ Zone _____ State _____



ELECTRIC HOUSEWARES

TWO GREAT COFFEE-MAKERS!



**STANDARD
8-CUP**

No. 1942
\$9.75*



So Beautiful

No Wonder They Sell So Fast!

You Are Invited To See

**"EMPIRE'S" NEWEST
ELECTRIC HOUSEWARES**

At Booth 468-470

NATIONAL HOUSEWARES SHOW

Navy Pier - Chicago

January 13 to 20

* Prices Slightly Higher in West.

**Fully
Automatic
Electric
Percolators**



THRIFT-O-MATIC

No. 1941
\$8.75*

3 to 5-Cup

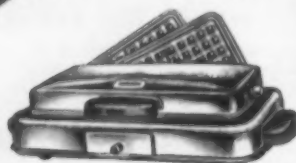
Another Fast-Selling

ELECTRIC TABLE GRILL

... teams up with the "2-Cup Coffee-Quickie", "Perco-Drips", Food & Baby Bottle Warmer, Hot Plate, and the sensational Empire Automatic Percolators to bring you the most complete line of profitable Electric Housewares you can feature!



Time and Labor Saver!



A chrome-plated beauty, with 130 sq. in. grilling surface — heat interchangeable grids — heat indicator — removable dripping pan. No. 788 — 15.50* List.

The METAL WARE Corporation

200 Fifth Avenue
New York

TWO RIVERS, WIS.

Merchandise Mart
Chicago

Refrigerators

CONTINUED FROM PAGE 310

tant segment of the market owning boxes from ten to fifteen years old. Color, both inside and outside, the units made headlines and bid fair to have an important bearing on future sales. The incorporation of freezing units, previously held generally to a two cubic feet compartment at the top of the refrigerator, went to three and four cubic feet compartments at the bottom in a number of manufacturers' lines. This was the so-called "upside-down refrigerator". Automatic defrosting was introduced in more lines and made a bigger sales volume. Philco made news with its double door refrigerator which would open from either side; GE introduced one of the first wall-type refrigerator-freezers, and at the same time stunned the trade with their announcement of a policy permitting their own distributors to set retail prices in their respective areas: Gibson reversed the popular trend by introducing refrigerator models with no freezing compartments.

In general, it might be said that manufacturers went to shorter lines, still larger storage capacity, increase in the number of units with "door file" type of storage, plus beverage dispensers and cheese and butter conditioners, sliding shelves and greater use of color. Two-door refrigerators with food storage and freezing compartments separate continue to take larger shares of the business. Latest NEMA figures for 1954 show that about 12 percent of units produced by member companies were of the two door variety and it is expected that this percentage will increase sharply.

Two studies made by women's magazines throw some light on the consumer's preferences in present ownership of refrigerators. *The Woman's Home Companion*, for instance, reported that of 1,625 subscribers 64 percent had bought their refrigerators since 1949; that 60 percent of 1,931 subscribers own boxes from seven to ten cubic feet; that 47 percent would buy a larger size if they were buying again; that 11 percent plan to buy in the next twelve months; and that of those planning to buy, 78 percent already own one. Some indication of the replacement problem may be gathered from the fact that of 2,042 *Woman's Home Companion* subscribers responding to their questionnaire, 99 percent have refrigerators.

The Outlook

Manufacturers queried by ELECTRICAL MERCHANDISING as to the outlook for 1955 seemed optimistic that business would be better than in 1954. Their own figures for total volume in 1955 show an expectation of about 3½ million units will be sold. Prices will remain fairly stable, but discontinuing at the retail level will cut into the dollar volume of the industry. At present it would seem fairly safe to predict that industry will settle down to a fairly stable annual volume of some 3½ to 4 million units per year. But even more design and engineering improvements will have to be introduced to shake present owners of old machines out of their lethargic acceptance of a minimum automatic refrigeration service. End

Freezers

CONTINUED FROM PAGE 106

when the highest month was 11.93 percent and the lowest 4.48 percent.

Replacements and Trade-Ins

With freezer sales up around the million mark every year since 1949 it is not surprising that this year 77.6 percent of the 380 dealer respondents to our annual Replacement and Trade-In Survey told us that they sell freezers. That's more than sell dryers or air conditioners or vacuum cleaners and almost as many as handle TV. Neither is it surprising that these retailers, who sold an average of seven units each during the first eight months of 1954, found that nine percent of their sales were being made as replacements. (The figure is lower than the 15.7 percent reported in 1953 by a different group of dealers.) While this replacement figure is comfortably low by comparison with refrigerators, ranges, washers and even TV, the percentage of total sales requiring a trade-in acceptance rose from 1953's 4.2 percent to 5.5 percent—even though only 15.3 percent of the reporting dealers said that they handle freezer trade-ins.

Getting rid of freezers accepted in trade is likely to require more effort than some other appliances because dealers reported that 30 percent of those accepted were rebuilt before they were resold, a percentage figure exceeded only by air conditioners and television sets. However, as compensation 41 percent were resold as-is, only nine percent had to be junked and 20 percent were on hand at the time of the survey. The next few years should see a substantial rise in the number junked as those freezers which were bought early in the post-war period approach the end of their usefulness. In addition, changes are being made more rapidly now in freezer styling and features than in any previous period. The shiny, coffin-like box is fast giving way to sleekly decorated appliances boasting color both inside and out, door shelves and special containers.

The new emphasis on style and efficiency, together with the promotion from the basement to the kitchen and an almost universal use of frozen foods augurs well for a continuing growth of freezer sales. End

Better Homes and Gardens Home for All America

breaks all attendance records!



2,000,000 people, in 37 states and Canada, visit 92 models of the Home for All America, presented editorially in the September 1954 issue of Better Homes and Gardens.

Better Homes and Gardens' Home for All America promotion leaves every previous home promotion far behind on every point by which success can be judged.

- Opening day attendance was over 450,000
- Total attendance was 2,000,000
- Through the promotion, cooperating builders sold over \$11,000,000 in new homes—not to mention sale of lots
- Builders, suppliers and furnishers spent over \$500,000 in huge local promotions
- Over \$50,000 was raised for charities by opening day admission fees

Here, again, is eloquent testimony to the fact that Better Homes and Gardens editors know what's in the hearts and heads of the American public—that when BH&G says "this is good" people act!

Better Homes and Gardens is the trusted buying guide of over 4,000,000 alert, progressive American families. They read it avidly. They trust it implicitly. They buy on its counsel.

Better Homes and Gardens is America's *primary advertising medium* for anything connected with the home and home improvement.

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

**Better Homes & Gardens
advertisers are invited guests
in more than 4,000,000 homes.**



An even better
model home promotion
for 1955 will be announced soon!

Details will be available during the
NAHB Convention at space 108, Conrad Hilton,
or at BH&G Headquarters, Sheraton-Blackstone Hotel.



FLEXFLYTE DRYER DUCT

Here's a way to rake-in extra profits on all your dryer sales... simply sell and install the outstanding new Whirlpool Flexflyte Dryer Duct Outdoor Venting Unit. New Flexflyte, with an exclusive new flexible plastic tube and adjustable aluminum hood, is the only quick, efficient, economical method of outdoor venting. It can be installed anywhere... on any dryer... in a matter of minutes. It's completely flexible... you can twist it, bend it, turn it to any angle easily to fit any situation—even flush-to-wall installations. It's simple to install... a screw driver, knife and scissors are all you need. It's practical... the compact aluminum hood is hinged to give flush mounting on any exterior finishes.

New Flexflyte is beautiful and durable too. White in color it is specially treated to be impervious to acids, alkalis, solvents and oils. A wipe of a damp cloth keeps it clean.

Capture the extra profits possible with this new Whirlpool exclusive... use new Flexflyte Dryer Duct for all your outdoor venting jobs. You'll be money and time ahead. Get complete information from your Whirlpool distributor or A. P. J. A. parts jobber right away.

FLEXFLYTE VENTING IS SO SIMPLE



1. INSTALL COMPACT HOOD IN WALL



2. CUT DUCT TO LENGTH USING SCISSORS AND PLIERS



3. CLAMP DUCT TO HOOD AND DRYER

IT'S DONE...
NEATLY AND QUICKLY



service division

WHIRLPOOL CORPORATION, St. Joseph, Mich.
Clyde, Ohio... LaPorte, Indiana

World's Largest Manufacturer of Washers, Dryers and Ironers

Electric Ranges

CONTINUED FROM PAGE 108

months. For retailers, January was the worst 1953 month, accounting for 7.42 percent of sales. For manufacturers it was the fifth best, accounting for 9.6 percent. May was the best month for dealers with 9.73 percent while for manufacturers it tied for third place at 10 percent. All in all, no month was really bad for retail range sales, but for manufacturers a November share of 4.9 percent of sales represented a sharp drop from March's 11.4 percent. Ranges, as one manufacturer recently expressed it, "should sell like salt—all the year 'round," because they have no great seasonal factors with which to contend. Not even the ancient assumption that people do less cooking in the kitchen during the summer months seems to have any validity because retail sales are high during the year's hottest season.

Replacements and Trade-Ins

The fact that range sales held up as strongly as they did in 1954 while some other appliances were suffering sharper declines is even more surprising in view of a substantial increase in the importance of the replacement and trade-in market. According to our ninth annual survey (See, *You're Selling in a Replacement Market*, in this issue), 295 dealers sold a total of 7,289 ranges during the first eight months of 1954, 53.3 percent (3,885 units) of which were sold as replacements to homes already owning ranges. This is nearly a 10 percent jump from the 44.1 percent sold as replacements by a similar group in 1953.

The percentage of trade-ins to total sales took an even bigger jump from 27.8 percent in 1953 to 40.8 percent in 1954. (The replacement figure is different from the trade-in figure because not all replacement sales involve trade-ins. Many customers get rid of their own flat units, use them in summer homes, throw them out, etc.)

The importance of these figures probably cannot be over-emphasized. If four out of every ten range sales involves a trade-in, it means that the dealer must set up a plan to handle trades and it means, too, that his suppliers must provide some assistance. Refrigerators and washers are

the only two appliances which suffer from a higher trade-in ration than ranges.

A higher proportion of trade-ins was accompanied, too, by some changes in the ways dealers disposed of them. Here's the picture for 1950 through 1954:

Disposition of Range Trade-Ins

	Junked	Rebuilt & resold	Resold "as-is"	On hand
1950	26.1%	31.0%	30.1%	12.8%
1951	21.7	32.0	29.0	17.3
1952	19.1	24.2	36.9	19.8
1953	22.8	32.3	32.2	12.7
1954	26.7	22.0	40.0	11.3

The 1954 figures, provided by 230 dealers, show more units junked and more resold as-is than in any previous year. Conversely, they show that fewer were rebuilt and resold than in any previous year.

The Outlook

Despite the emergence of an important replacement market, manufacturers are not pessimistic about 1955 sales, although many of them point out that they could use a lot more help from utilities.

One manufacturer spoke for many when he said in a letter to this magazine, "I believe the best ways that electric utility companies can promote the sale of ranges is with wiring subsidies, the aggressive merchandising and aggressive promotion of electric ranges vs. gas ranges. Some utilities are doing a good job, but many more of them are not."

Another maker wrote, "If there is any one place where the utilities can further the cause of the electric range, it is, we believe, in planned wiring programs... We are trying to bring to the attention of the utility people the benefits of a 'flat rate' wiring plan. For example, when an electrical contractor can be assured of a reasonable degree of volume on range wiring, he can afford to make the kind of prices which make sense for value received."

Even without any enthusiastic increase in utility activity, four out of seven makers of ranges expect bigger sales in 1955—perhaps an increase of five or more percent. Prices should stay about the same. End



"AND TO MY BROTHER BILL I BEQUEATH MY ELECTRIC RAZOR!"

FLASH!
BROIL-QUIK
SUPER CHEF

RATED BEST

by the Consumer Reporting Group
Smart Shoppers Swear by!



Designed by
Raymond Loewy
Associates

fully automatic infra-red

BROIL-QUIK

Super Chef

BROILER-ROTISSERIE-BAKER

Wins Over All Other Brands!

A famous independent and impartial consumer reporting group bought 10 different broiler-rotisseries in retail stores! After comprehensive and conclusive cooking tests they found Broil-Quik Super Chef BEST! This is the kind of superiority that makes Broil-Quik "MR. BIG" in building traffic and wrapping up sales fast! Sales records will be shattered in '55! Get ready to cash in now!



**DON'T MISS THE
BROIL-QUIK
BOOTHS... 557-559-561**
SPECIAL NEW PROMOTION MODELS ON DISPLAY
HOUSEWARES SHOW—CHICAGO
JANUARY 13 to 20



THE PEERLESS CORPORATION

615 West 131st Street, New York 27, N. Y.

World's largest manufacturers of miracle INFRA-RED appliances

**BROIL-QUIK MAKES MORE MONEY FOR
MORE DEALERS THAN ANY OTHER TRAFFIC APPLIANCE**



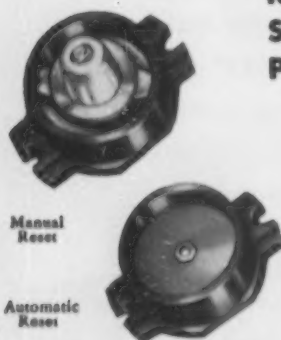
Motor Repairman Says KLIXON Protectors Reduce Major Repairs

KEENE, N. H.: F. A. Farrar, owner of the Farrar Electric Motors and Repairing Shop, knows from experience how KLIXON Inherent Overheat Protectors prevent motor burnouts.

"It is our opinion that the motors equipped with Klixon Overload Protectors have reduced the major repair expenses to our customers."

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protector, illustrated, is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.



KLIXON
MADE IN U.S.A.

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2901 FOREST STREET, ATTLEBORO, MASS.

Electric Water Heaters

CONTINUED FROM PAGE 110

wiring, are not beyond reason. Of course they vary, depending on location and labor and materials involved, but most manufacturers place the average cost around \$35.

Despite the possibility, mentioned above, of a coming trend to smaller size units, the present trend is all in the other direction. According to NEMA figures for the first nine months of 1954, larger heaters took a bigger share of the market than ever before. The table below shows the percentage of sales for various sizes in the years 1952 through 1954:

Water Heater Sales by Size of Tank

	9 mos. 1954	1953	1952
0-7 gal.	0.97	0.54	0.71
8-20	2.83	2.25	2.25
21-34 (excl. table top)	14.82	15.56	15.95
(table top only)	8.70	9.42	11.18
35-44 (excl. table top)	8.24	7.05	7.28
(table top only)	9.89	11.45	11.40
45-54 (excl. table top)	35.00	35.40	35.10
(table top only)	2.24	1.62	0.54
55-69	5.75	5.62	5.38
70-84	10.93	10.54	9.71
85-99	0.15	0.14	0.19
100 and over	0.48	0.41	0.31

It's apparent from this table that the three largest sizes of water heaters have made small but consistent gains during the last three years.

Best Sales Months

Water heaters, because they are one of the household's most necessary appliances, are seldom replaced just for the sake of keeping up with the neighbors and don't break down as the result of any unusual strain such as endured by refrigerators in hot weather, should, theoretically, sell fairly evenly throughout the year. They do, but no more so than some other appliances. According to our survey of retail sales by months for 1953 (see com-

plete survey elsewhere in this issue), the best three sales months for the dealer are June, with 10.80 percent of the year's total, July, with 10.15 percent, and December, with 10.57 percent.

The worst month of 1953 was January, with 6.74 percent. Neither ranges nor washers had such a wide swing between the lowest and highest months of the year.

According to our annual Replacement and Trade-In Survey, more water heaters were sold this last year to homes which already owned them than in 1953. Two hundred and thirty-three dealers told us that 49.3 percent of sales went to homes with water heaters and 50.7 percent went to homes without. But in 1953 a similar group said that 37.2 percent of sales were to previous owners and 62.8 percent to non-owners. This indicates a sharp increase in the replacement market in just one year. Similarly, the percent of trade-ins to total sales also jumped—from six percent in 1953 to 10.2 percent in 1954. What dealers did with the trade-ins after they accepted them varied very little in the two years. According to the 64 dealers who answered this part of our questionnaire, they junked 56.7 percent of their 1954 trades, rebuilt and resold 4.6 percent, resold as-is 25.8 percent, and, at the end of the eight-months period reported, had on hand 12.9 percent.

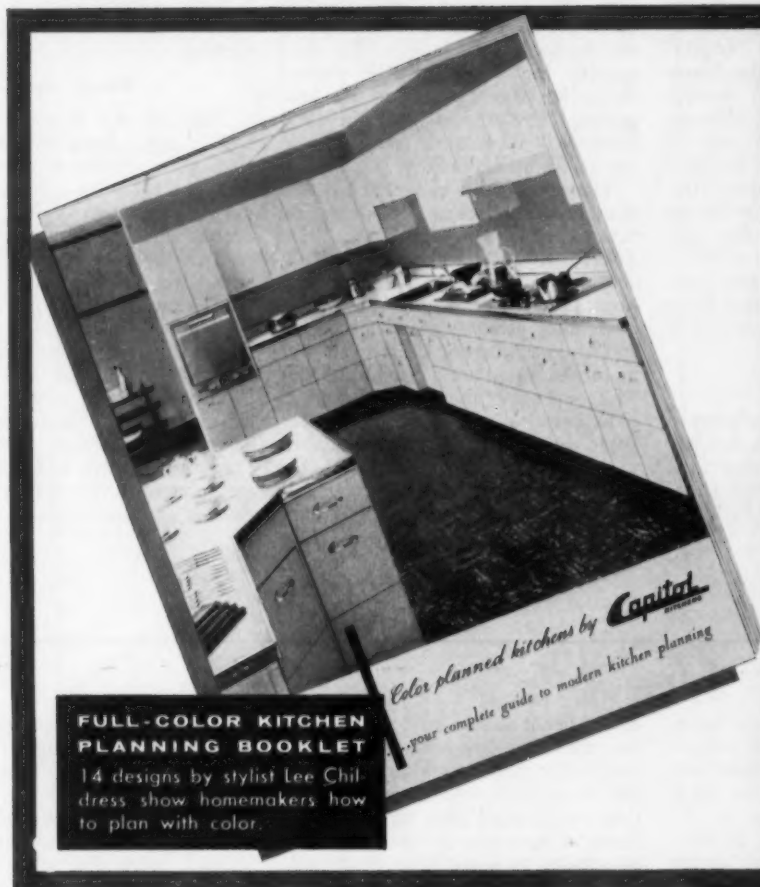
Prospects for 1955

Because of the stable market, continuing volume in home building and continuing economic prosperity, water heaters should maintain or surpass the 1954 sales volume. Manufacturers' estimates of 1955 sales run anywhere from 550,000 units to 900,000, but most pick a figure somewhere in the 800-thousands. End



4 WAY MERCHANDISING PLAN

for new **CAPITOL** Color-Planned kitchens



PRE-SELLS MORE PROSPECTS ON THE NEWEST IDEAS IN KITCHENS

Authoritative, years-ahead styling suggestions in "Color-Planned Kitchens by Capitol", unique 20-page kitchen design manual, will set kitchen fashions for thousands of homemakers . . . buyers sent by the booklet to their Capitol dealer for full details on equipment and accessories described. This styling information is furnished every Capitol dealer . . . part of our 4-way merchandising plan to get you *more store traffic* . . . to back up the newest ideas in kitchen cabinets with the biggest sales opportunity in the industry.

Capitol
KITCHENS

DIVISION OF HUBENY BROTHERS, INC.

608 East First Avenue

Roselle, New Jersey

"CABINETS OF STEEL FOR LASTING APPEAL"



FAMOUS "COLOR-PLANNED" HOUSE & GARDEN COLORS

Color-coordinated with all the quality furnishings and accessories that use the House & Garden color system. Choice of six solid colors, six unique color-flecked finishes, and white.



CAPITOL'S GREATEST NATIONAL AD PROGRAM

Dramatic full-color pages featuring Capitol's all-new line in the leading home magazines. Plus plenty of editorial tie-ins. Plus hard-hitting new sales promotion material.



QUALITY THAT SELLS EASIER AND STAYS SOLD

All-new design. Rounded contours, nylon-roller drawers, self-aligning doors, sit-down sinks, specialty cabinets for built-in ovens, ranges, mixers, fans. All steel. Can't warp, rot or stick.

WRITE NOW FOR FULL DETAILS

on how Capitol Kitchens' new 4-way Merchandising Plan opens up big profit potentials for you. Or use the handy coupon below.

CAPITOL KITCHENS

division of Hubeny Brothers, Inc.
608 East First Ave., Roselle, N. J.

Please send complete information about the new CAPITOL Color-Planned Kitchens and 4-way Merchandising Plan.

I am a ☐ Distributor ☐ Dealer ☐ Builder

NAME _____

STREET & NO. _____

CITY _____ ZONE _____ STATE _____

Complete GUIDE to Trade-In Profits



Three volume library shows you (and your customers) the true market value of appliance trade-ins. Hold the line on trades and you'll hold the line on profits. Order a copy for each of your salesmen today. 1955 editions.

- Endorsed by NARDA
- Now used by over 10,000 dealers
- 9 major appliances listed
- 15,000 models of all makes

single copy \$5.00
any 2 copies 7.00
any 3 copies 10.00

NATIONAL APPLIANCE
Trade-In Guide Company
2130 Fordem Ave.
Madison 1, Wis.

Television (continued)

1953. By the end of 1954 this total rose to somewhere in the vicinity of 425. This is a net gain of about 70 stations during the year (considering that a number of them also went off the air). This gain was registered almost exclusively in the VHF band since there will no more (and perhaps even less) UHF outlets on the air at the end of this year. No market area of any size remains to be opened up although there are certain "blanks" in the coverage. Many of these areas may eventually be covered through satellites or boosters. Thus, although the telecasting end of the business will continue to change in detail, the basic outlines seem to have been completed.

As might be expected, saturation continued to rise during the year. Figures now indicate that in excess of 33 million homes have TV sets (compared to 27 million last year) for a saturation of 74 per cent (compared to 63 per cent).

Dollars and Cents

As indicated earlier, the industry in 1954 was preoccupied with low-end merchandise. This is reflected in a drop in the average set price (from \$280 in 1953 to \$238 in 1954). Thus,

although production passed 1953 totals, dollar volume fell short of last year's performance.

Seasonal Variations

ELECTRICAL MERCHANDISING's estimates of seasonal sales shows clearly that 1953 ran counter to what the industry considers traditional. Heavy sales from September on are expected. In 1952, for example, 38 percent of the business was done in the final quarter. In 1953 less than 25 percent of the business was done in the same period. It is expected that the 1954 figures will show more conformity to the traditional sales curve.

The share of the total TV business done in each region of the country remained remarkably stable in 1954. Five areas registered slight gains, probably due to opening of additional stations. Biggest losses (about two percent apiece) were shown in the Pacific and Middle Atlantic. Largest gain was in the South Atlantic (from 12.03 to 14.22 percent of the national total).

Estimates of sales prepared by power companies participating in ELECTRICAL MERCHANDISING's annual survey of utilities do not correspond too closely with industry figures. Projected

to a national total the utility figures show sales of 5.1 million sets, two million less than the figures compiled by industry sources. According to the survey the West South Central region registered the most TV sales per 1000 customers. This region's total was 143, compared to 139 in the East South Central and 135 in the West North Central. Lowest figure per 1000 customers was 96 in the East North Central.

What's Ahead

The industry is going into 1955 with a much healthier attitude than that with which it entered 1954. RETMA's annual "guesstimate" of sales showed the sales managers expected industry black and white production to hit 6.6 million and color sales about 300,000, bringing the total just below the seven million mark. The higher dollar value of the color sets should help dollar volume compare even more favorably with 1954.

There are plenty of problems which will create headaches during 1955 but despite an awareness of these situations the industry is looking forward to the coming year with a reasonable show of optimism. End

Radio (continued)

Its 1954 total of 17.36 percent represented a gain of almost four percent over 1953. California remained second, Pennsylvania climbed one notch to third and Illinois was fourth. All three suffered minor losses in their share of the national total during 1954.

Utility Figures

The above figures are based on factory shipments but bear a fairly close relationship to retail sales. An even more immediate (though less complete) index to sales can be found in the charts accompanying ELECTRICAL MERCHANDISING's annual utility survey elsewhere in the issue. With 94 utilities reporting, the charts show the sale of over 1.8 million radios. Projected to the national total of wired homes this would represent sales of 4.1 million radios. According to these utility-reported figures, sales per 1000 customers dropped in all but three regions of the country. In one of these three, however, a rather spectacular increase was registered. This took place in the East North Central where sales per 1000 jumped from 74 to 124. More modest gains were shown in the West North Central (49 per 1000 this year compared to 40 in 1953) and in the Mountain area (90 against 88). Sharp drops occurred in the Middle Atlantic (from 122 to 98), in the South Atlantic (from 118 to 98), in the West South Central (from 124 to 94) and in the Pacific (from 92 to 65).

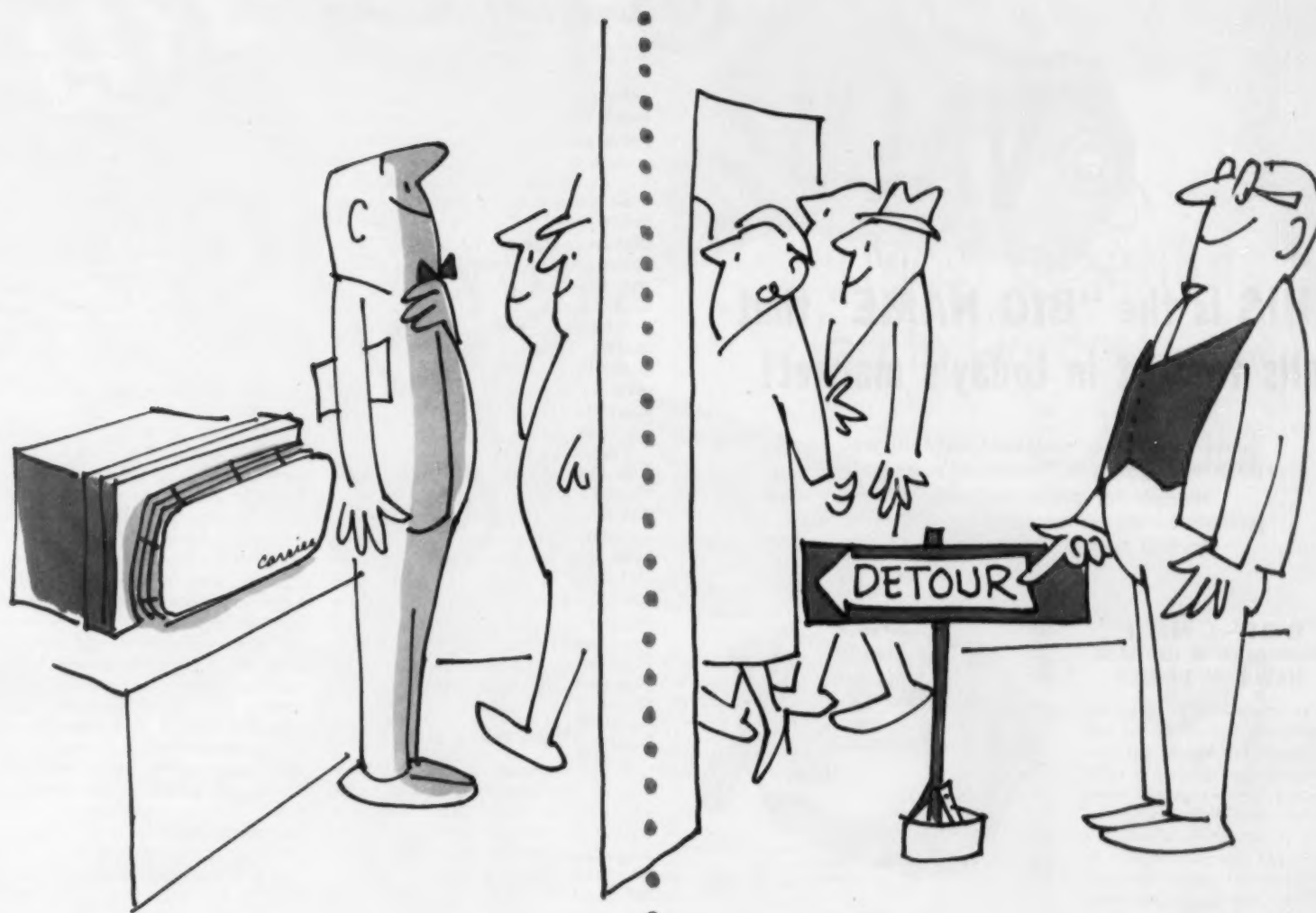
(Although the above figures are based on reports from a large number

of utilities it should be born in mind that they have two limitations. First, they cover utilities serving less than half the nation's wired homes; second, they are in many cases only the estimates of the utility involved and may be subject to some later correction. Thus, although a projection of the figures in the utility survey show sales of only 4.1 million radios, most other figures indicate that close to 6.4 million will be sold this year).

As mentioned earlier, many in the industry expect an upturn in radio sales in the coming year and an eventual leveling off at somewhat higher levels than those experienced in 1954. While these higher totals are well below the peaks hit in the postwar period, they do represent a sizable volume of business and lend support to those in the industry who have insisted over the years that radio is neither dead nor dying. End



"YEAH, I SUPPOSE YOU GUYS ARE LIKE US AUTO MECHANICS . . . DUNNO JUST WHAT YOU'RE DOIN' . . . JUST FEELING YOUR WAY HOPING YOU'LL ACCIDENTALLY HIT ON THE TROUBLE."



**It's great to be a Carrier
Room Air Conditioner Dealer!**

**Because Carrier Distributors
are extra helpful!**

No, none of our law-abiding Carrier Distributors would ever block traffic. But any Carrier Distributor knows dozens of other ways to direct prospects to your store! Carrier-trained advertising and merchandising men personally help Carrier Dealers with their advertising! But the really BIG extra is that...

**Carrier Distributors
know air conditioning!**

They grew up in the air conditioning business! Twenty-five of them have been associated with Carrier for more than twenty years... nearly sixty of them for ten years or more! They're the industry's most experienced air conditioning distributors! Another important extra...

**You have the
Carrier name to sell!**

Carrier doesn't make light bulbs, TV sets, or phonograph records — just air conditioning! They're the people who know air conditioning best! And Carrier Room

Air Conditioners show it with slim silhouette styling, weather-armor cabinet, corrosion-proof coils, and exclusive cooling reservoir!

Want to know more about the 1955 Carrier Room Air Conditioner... and what it's like to be a Carrier Dealer? We've made up a special issue of "Inside Carrier," the monthly magazine that's usually reserved for Carrier Dealers only. It's yours for the asking!

Mail coupon for GIANT "Inside Carrier"!

Look what you get from the Carrier Distributor!

- Financing and warehousing plans to ease your inventory problems!
- Four retail financing plans designed to make payments painless!
- Advertising and promotional plans custom-built to your needs!

Look at the products you have to sell!

The Carrier Room Air Conditioner illustrated below has universal appeal! Carrier was first with "multi-mounting." You can install the new 1955 Carrier almost flush with the sill; you can install it in basement, casement, wall or even through a transom!



**AIR CONDITIONING
REFRIGERATION
INDUSTRIAL HEATING**

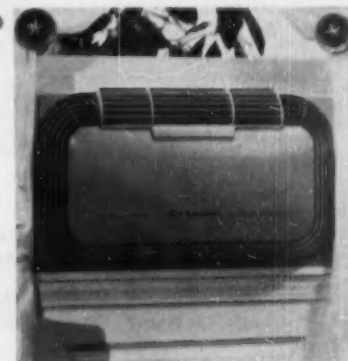
CARRIER CORPORATION, 318 S. Geddes St., Syracuse, N. Y.

I want that GIANT Room Air Conditioner issue of "Inside Carrier" and the name of my nearest Carrier Distributor.

I'd also be interested in finding out more about:

- ☐ Carrier Residential Weathermakers ☐ Carrier System Weathermakers
☐ Carrier Self-contained Weathermakers ☐ Carrier Ice makers

Name _____
Street _____
City _____ State _____





THIS is the "BIG NAME" that sells fastest in today's market!

And value is just what Son-Chief's 40 years of appliance manufacturing gives you! Because we're set up to tool and assemble top quality appliances at one of the lowest production costs per unit in the entire industry! Cash in on high markup — high profits — satisfied customers!

SON-CHIEF AUTOMATIC POP-UP TOASTER AT NEW LOW PRICE!

We're continuing to make our popular No. 666 all-chrome pop-up toaster. But to give you even more value, more sales, we've redesigned it with high-heat baked enamel base (Model 664) — enabling us to trim its already low production costs! So the price on this new model is really sensational! Same gleaming triple-chrome plate. Hinged crumb tray. Fully automatic. Toast color control. Underwriters' Laboratories Approved.



No. 664, triple-chrome plate,
750 watts, 115 volts,
A.C. only.



No. 400, triple-chrome plate,
5 pts. or lbs. of oil,
1500 watts, 115 volts,
A.C. only.

SON-CHIEF SUPER SIZE DEEP FRYER-COOKER WITH NEW TIME TABLE DIAL!

Compare this with other higher priced fryers! Family size cooking area holds 6-8 man-sized portions! Seamless aluminum pot is unusually heavy cast, for long wear. Automatic thermostat control. 1500-watt cast-in heating unit. Leak-proof back drain. Underwriters' Listed.

SON-CHIEF COMBINATION GRILL, SANDWICH TOASTER & WAFFLE IRON!

Gaining in popularity every day! Heavy-duty steel, chrome plated — famous Son-Chief construction throughout! Oversized grids. Temperature indicator. Extra large, greaseless pure cast aluminum waffle grids. Underwriters' Listed.



No. 9190 all-chrome,
600 watts, 110 volts,
A.C. or D.C.

SEE US AT THE NATIONAL HOUSEWARES SHOW,
NAVY PIER—CHICAGO, JAN. 13-20—SPACE #815-17

SON-CHIEF *Electrics, Inc.*
WINSTED, CONN.

Room Air Conditioners

CONTINUED FROM PAGE 112

not be available for some time but it seems logical that the improvement shown in 1953 will be maintained or perhaps even bettered. There are two reasons for this: (1) there was some heavy pre-season merchandising activity in 1954; and (2) the lack of hot weather held back summer sales. This latter method, however, is an expensive means of smoothing out the seasonal curve.

Saturation once again increased sharply, thanks to the high level of sales. Previous figures have been revised to account for multiple installations; the current figure of 4.5 percent compares with a revised figure of 2.6 percent last year.

The job of estimating saturation for this product is complicated by two factors: 1) a sizable share of sales (probably 25 percent) go to non-residential purchasers; and 2) many customers have more than one unit in their homes. Estimates of how many people own more than one unit vary, but a recent study by one manufacturer showed that for every 100 customers 38 had multi-unit installations.

Where They're Sold

Tables prepared for the story "Appliance Markets by Regions" elsewhere in this issue indicate that every region of the country except New England registered room air conditioner sales gain in 1954. These figures are based on reports by utilities in each region and to afford a basis for comparison are given as "sales per 1000 customers of utilities reporting." In New England in 1953 there were 11 room air conditioners sales per 1000 customers. This fell to five per 1000 in 1954. Biggest increase was in the West North Central where the figure more than doubled (38 as compared to 17 in 1953). Other area sales included (with 1953 figures in parentheses): Middle Atlantic 26 (22); East North Central 12 (10); South Atlantic 26 (25); East South Central 39 (36); West South Central 77 (62); Mountain 9 (7); and Pacific 5 (4).

The utilities reporting in this survey represent 25.7 million customers. They reported the sale of 686,313 room air conditioners. Projected to national totals they represent the sale of 1,209,262 units, which is somewhat higher than some industry estimates.

What's Ahead

As noted earlier, the industry expects retail sales to show still further gains during 1955; whether production will keep pace with these sales is, as pointed out above, still a matter of speculation.

There will be product changes during 1955, although a good bit of the merchandise offered the public will be basically 1954 units restyled for the 1955 season. Engineering work has continued, however, and some of the units on the market will have greater capacity, draw less current, and have much better power factors. There will be more emphasis on flush mounting and some firms will add casement units. While some firms may virtually withdraw from the market in the coming year, others remaining in the field will expand their lines to offer two or three "series" of units in conventional, casement and console styles. There were well over 100 firms marketing room air conditioners in 1954 and some manufacturers expect a sharp cut in this total in 1956. (The feeling is that these firms will stay in the market until 1956 to dispose of merchandise on hand.) Other industry spokesmen argue that in any growth industry there will always be marginal firms jumping in and out of the business and that a good year in 1955 will bring additional entrants in the air conditioning race to make up for those who get out of the trade.

No one can foresee the industry becoming any less competitive or any less dependent on the weather—but the majority of firms are so well sold on the potential available that they can still look at the future optimistically, despite the problems still unsolved and despite last year's experience. *End*



-ALI-

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LIFE

Most beautiful
fan in Hunter's
69 years

ONLY
\$54.95
(RETAIL)

Custom-designed by Sheldon Rutter

New **HUNTER** Hassock Fan



PERFECT CIRCLE AIR FLOW

Keeps cool air circulating upward and outward, without annoying drafts. Delivers 3500 CFM. Ideal cooling comfort for home, office or apartment. Often used with air conditioners to cool larger areas by increasing circulation.



More Than A Fan, Too!

Smartly-styled cabinet in beige to harmonize with all room colors. Perfect as low table, TV seat or footstool. So compact, only 14 1/2" high and 16 1/2" wide.

FEATURE THE FAN WITH THE TRULY NEW LOOK!

Here's the new and beautiful look in fans—the smartly-styled Hunter Hassock Fan! It's the answer to your customer requests for a fan with cooling efficiency, beauty and safety.

The new Hunter Hassock Fan has selling features from top to bottom. For example: 3500 CFM air delivery . . . modern safety grille to protect tiniest fingers . . . convenient 3-speed switch recessed in top . . . steel legs, frame and top.

Order now from your Hunter Distributor
or contact Hunter Fan and Ventilating Co.,
398 S. Front St., Memphis, Tenn.

Hunter makes a complete line of highest quality fans.

WINDOW • HASSOCK • ATTIC • OSCILLATING • CEILING • EXHAUST
INDUSTRIAL FANS • ROOM AIR CONDITIONERS





Double-action

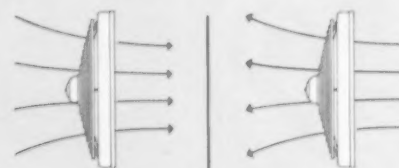
Hunter

WINDOW FANS

Electrically Reversible for DOUBLE-ACTION Cooling

VENTILATING—At night, as an exhaust fan, it drives out hot air and pulls in cool breezes.

CIRCULATING—In daytime, reverse blade rotation and it is a powerful circulating fan.



BEST SELLING WINDOW FAN NOW BACKED BY

BIGGEST PROMOTION IN HUNTER HISTORY!



Big space advertisements! Liberal dealer co-op advertising! Salesmaking displays! A complete promotional plan for dealers!

Hunter leads the way again—with the biggest advertising and merchandising campaign in its 69-year history!

Make the most of this big Hunter promotion for 1955—get your share of the assured demand for the *complete* Hunter line of finest fans, priced right! Call your distributor today!

18" SIZE ONLY
\$59.95
(RETAIL)

22" SIZE ONLY
\$79.95
(RETAIL)

Compare its features with
any other window fan — regardless of price!

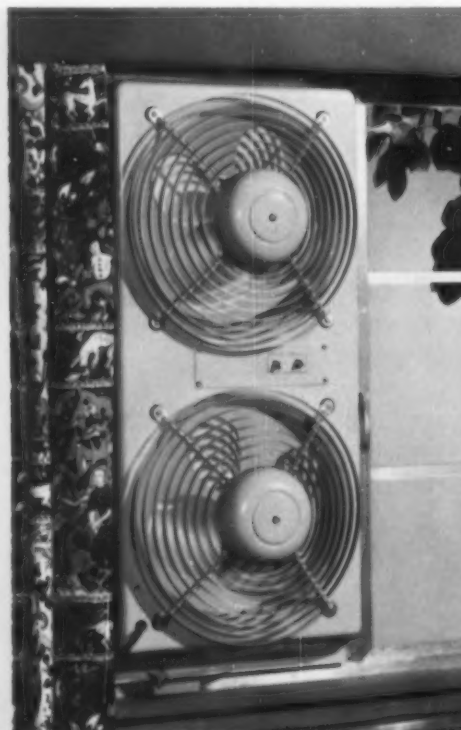
- Electrically reversible for Double-Action cooling!
- Cools several rooms at once!
- Certified air deliveries: 2500 CFM and 3400 CFM!
- Two-speed control on both intake and exhaust!
- Whisper-quiet, carefree performance!
- Modern safety grille!
- Simple installation; no additional wiring needed!
- Underwriters' Laboratories approved!

Order now from your Hunter Distributor
or contact Hunter Fan and Ventilating Co.,
398 S. Front St., Memphis, Tenn.



Hunter makes a
complete line of
highest quality fans

WINDOW • HASOCK • ATTIC • OSCILLATING
CEILING • EXHAUST • INDUSTRIAL FANS
ROOM AIR CONDITIONERS



Hunter

CASEMENT FAN

For efficient, economical cooling, feature the twin 12" Hunter Casement Fan. Electrically reversible for *ventilating* or *circulating* action—with certified air delivery of 2000 CFM! Fits standard 3-light casement windows—panels furnished without extra charge to fit standard 4-light windows. Patented air-directing safety grille.

ONLY **\$78.05** (RETAIL)

Top Seller for '55 V-M the Voice of Music



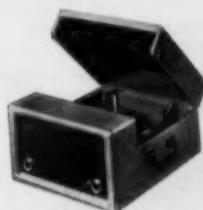
Incomparable V-M
tape-o-matic®
Tape Recorder,
Model 700, List
.....\$179.95*



Authentic hi-fi . . . V-M
"FIDELIS" Table Model
High Fidelity, Model 560,
List \$149.50*



Multiple-speaker V-M
MODEL 556 Portable High
Fidelity, List \$119.95*



Deluxe V-M MODEL 986
Portable Automatic Three-
Speed, List \$86.50*



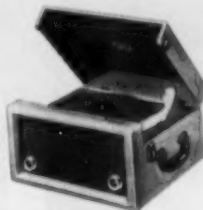
Popular-priced V-M MODEL
990 Portable Automatic
Three-Speed, List . . \$69.95*



Compact V-M MODEL 972
Automatic Three-Speed
Table Model, List \$59.95*



Low-cost V-M MODEL 920
Automatic Three-Speed Rec-
ord Changer, List . . \$39.95*



School-favorite V-M
MODEL 151 Portable Man-
ual Three-Speed, List \$49.95*



Tiny V-M MODEL 121
Portable Manual Four-
Speed, List \$22.95*
(less amplifier, . . . \$16.95*)

*Slightly higher in the west
UL Approved



V-M
CORPORATION
BENTON HARBOR, MICHIGAN

And YOU Make the Money!

V-M — America's finest phono line — is on the move! Ready to back you up with the soundest selling plans ever offered. You get full-line benefits with minimum investment . . . for faster turnover . . . better profits . . . greater return on investment!

Look — V-M helps you pull in the profit with power-packed ads in the big national magazines! V-M "merchandising with muscles" packs a wallop that'll make your cash register ring! It includes: dazzling display packages . . . dealer support in 85 key market newspapers . . . plus a host of hard-hitting selling aids! Put it all to work . . . for you . . . in your market . . . selling your customers!

Get Top Profits . . . Stock The Top Seller . . . The Voice of Music Line!
Contact Your V-M Distributor Salesman Today and YOU'll Make the Money!

the  of Music

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

Why don't you be the one to get her off the hook?



ANY GAL who has to lift, lug and hang a week's wash is *hung up*—but good! Help her out of a difficult spot. Sell her an automatic dryer with the famous Lovell Drying System. It'll save her up to 10 hours a week. And free her from a back-breaking wash-day chore. Make it easy on yourself, too—tell her about these Lovell features:

1. Single Dial Control:

- (a) Provides for any degree of dryness.
- (b) Automatic shut-off at desired dryness.

2. Vacuum Drying System preheats air, has highest drying rate, costs less to operate, reduces lint accumulation.

3. New Extra-large Infrared Element has three times more heating area, purifies clothes, dries them more gently.

4. Easy-to-unload Door is extra large, opens all the way. Gives full visibility.

5. Air-cooled Cabinet allows easy access for cleaning.

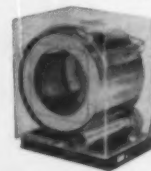
6. Easy-to-clean Lint Trap.

7. Lint Trap Safety By-pass prevents clogging if user fails to empty trap.

8. Outdoor Humidity Vent is easily connected at rear.

9. Handy Clean-out Drum Baffle to remove sand, small objects.

The Lovell Drying System is used in many leading makes of tumble-type dryers, both gas and electric. Lovell Manufacturing Co., Erie, Pa. Also makers of famous Lovell Pressure Cleansing Wringers.



America's newest household blessing



**DRYING
SYSTEM**
ELECTRIC and GAS

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!)

NEW PRODUCTS



ANNA A. NOONE

New Products Editor

1955 Range Lines



WESTINGHOUSE Ranges

Westinghouse Electric Corp.,
Mansfield, O.

Models: 9 new models in 1955 range line includes eight 40-in. models, one Imperial 30.

Selling Features: New to line are the Imperial 40's BH and BHS and the Custom 40 CH all three of which feature full width ovens with look-in glass panel and an outside oven light switch that makes it possible to see within oven without opening the door double thickness of insulation around full-width ovens provide cool exteriors; twin broilers in top of oven can be turned on simultaneously for large broiling capacity (8 good sized steaks) or can be used separately. Divided surface units, a Super Corox unit and two 8-in. Corox; BH has an Electronic unit.

Other models in line include 2 new Double-Oven Commanders AH and AHS. AH features an Electronic surface unit plus three other surface units including a 6-in. Super Corox that gets hot in 30 secs; an 8-in. Corox and a 2-level Speed Cooker for use as deep well cooker or as an added surface unit when raised up. Full width storage drawer; cove lighting on back-splasher; aqua control panel with white and gold controls; color-glance controls. Model AHS Commander has same features except it does not have the Electronic unit.

Imperial 30, which is 30-in. wide, has large oven full width of range; Look-in glass panel; Peek-A-Boo oven light; Oven Signalite; full width storage drawer; new back-splasher has chrome, gold and deep aqua; Color-Glance controls for surface units which include a 6-in. Super Corox; 2 other 6-in. units and an 8-in. unit; automatic appliance outlet can be controlled by a 4-in-1 timer.

Other features in new line in-

clude Miracle Sealed ovens with Fiberglas heat guard seal; Color Glance or Tel-A-Glance controls. Price: From \$199.95 to \$469.95



WESTINGHOUSE Built-In Ranges

Westinghouse Electric Corp.,
Mansfield, O.

Models: Westinghouse announces they will enter built-in range field in April.

Features: For surface cooking the new built-in surface unit will provide 4 detachable plug-in surface cooking units, one of which is the Super Corox that gets hot in 30 secs. The built-in oven will have a 24-in. wide opening; Look-In glass panel in oven door; Peek-A-Boo light to see inside without opening oven door.

Prices: Surface units, \$169.95; ovens, \$199.95

1955 Freezer Lines



INTERNATIONAL HARVESTER Freezers

International Harvester Co.,
180 N. Michigan Ave.,
Chicago, 1, Ill.

Models: I-H 1955 freezer line includes 4 chest and 2 upright models.

Selling Features: Largest upright is

18.9 cu. ft. AV-19; AV-15 is a 14.7 cu. ft. model which holds 514 lbs. frozen food. Other upright features include a "Frost-Out" vent for quick disposal of defrost water; a box-girder door to hold heavier food loads on door shelves.



4 chest models range from apartment-sized, 7 cu. ft. size to a large 20 cu. ft. model; designed to afford more up-at-top freezer area, all chest freezers except A-7 have decorate-it-yourself top—which can be covered with counter-top material to match other counters in kitchen and to be used as extra work surface.

Both types feature factory pre-set temperature control; "dri-wall" construction; fanless operation; built-in interior; signal lights; and yellow interiors.



AMANA Freezers

Amana Refrigeration, Inc.,
Amana, Iowa.

Models: Amana 1955 line includes Stor-Mor upright freezers in 12, 15, 19 and 25 cu. ft. sizes and 2 chest models in 8 and 14-cu. ft. sizes.

Selling Features: Stor-Mor Door is lined with racks, shelves, compartments with accessible food; 19 and 25 cu. ft. sizes holds 80 lbs. frozen food; 15 cu. ft. size 55 lbs.; gravity-fed vertical racks holds food packages one on top of the other like a vending machine; width of racks is adjustable to accommodate various size packages; latticed-door ice

cream compartment holds 35 pts. ice cream in No. 19, 27 pts. in No. 15. Left-over shelf consisting of a row of 1-pt., free-sealing freezing containers; pull-out service shelf; Juice bar, even-zero temperatures for sharp freezing, hermetically Powerpact condensing unit.

All models finished in white enamel except 25-cu. ft. model; interior trim gold and ice green. 2-way light illuminates door and freezer shelves; new uprights occupy 40 percent less floor space and wall space.

Door hinges permit removing without taking out screws. Other features include frame type door handle with built-in tumbler lock; large door gasket; positive freezing surface of aluminum; Freon refrigerant.

Chest freezers have zero wall construction make possible quick freezing and low temperature storage; easy opening top lid; dividers; removable baskets; built-in lock; mercury switch light works automatically when lid is open; also temperature indicator.

Prices: From \$399.50 to \$729.50 for uprights; \$279.50 to \$399.50 for chest freezers.



ADMIRAL Freezer

Admiral Corp.,
3800 Cortland St.,
Chicago, 37, Ill.

Device: Admiral 11½ cu. ft. upright freezer.

Selling Features: Has 5 refrigerated shelves and a Glacier blue interior; 2 transparent door shelves for storage of juices and small packages; has 402 lbs. frozen food capacity; vented shelves permit even circulation of zero-cold air and are trimmed in gold color; a red warning light on front of door goes out whenever proper temperature is not maintained because of power failure.

Price: \$279.95

1955 Refrigerator Lines



INTERNATIONAL HARVESTER Refrigerators

International Harvester Co.,
180 N. Michigan Ave.,
Chicago, 1, Ill.

Models: 6 models in International Harvester refrigerator line.

Selling Features: Top model A-120-D, 12-cu. ft. model, fits same floor space as most 8 cu. ft. models; occupies floor area 28 in. deep and 29½ in. wide; push-button automatic defrosting; full width 65 lb. freezer; porcelain meat drawer holds 10 lbs.; vegetable crisper takes over 3½ pecks; automatic all-weather temperature control adjusts inside cold to outside temperature; glide out and adjustable shelves; fingertip storage on 7 shelves in door, including compartments for eggs, butter, bacon and cheese.

Other models in line include 7.4 cu. ft. model A-75; 8.5 cu. ft. apartment size A-85; 9.4 cu. ft. model A-95-D, a 10.6 cu. ft. model A-104 and a 10.1 cu. ft. model A-160-DX. All models except A-104 have full width freezers which has a U-shaped freezer.

All models feature "Decorate-It-Yourself" door which can be used in its original white or covered with fabric to match kitchen decor; yellow interiors with copper trim.



WESTINGHOUSE Refrigerators

Westinghouse Electric Corp.,
Mansfield, O.

Models: 7 new 1955 refrigerators.

Selling Features: 4 models feature Frost-Free automatic defrosting, 3 defrost at push of button; new interior and exterior styling ranging from 2-door Frost-Free model with 11½ cu. ft. capacity, to an 8 cu. ft. model, feature artie blue Titanium interiors; recessed black panel across outer doors of top 3 models.

NEW PRODUCTS

Automatic twin juice fountain on 3 Frost-Free models automatic mixes 2 different juice concentrates under pressure with proper amount of precooled water to deliver frothy, ready-mixed cold juice; 2 compartments, 1-pt. each; a 2-qt. pre-cooling water tank draws fresh water from water system; Fountain operates at 15 to 125 lb. pressure using a Venturi valve.

Full width freezer compartments in all models with capacities ranging from 73 lbs. in freezer compartment of 2-door model to 39 lbs in smallest model; 18 lb. Meat Keeper in 4 deluxe models; roll-out shelves that can be removed in top 3 models; adjustable shelves in FH-103 and 2 pushbutton defrosting models. Beverage Keeper in DFH-122; 20 qts. milk storage in top models; 12 qts. in 8 cu. ft. model.

Blue porcelain vegetable Humi-drawers ½ to ¼ bu. Egg keepers tilt back to remove one egg; removable to take a half-dozen to work surface; bottle shelf; cheese file; butter keeper and fruit bin.

Prices: From \$549.95 for 2-door freezer-refrigerator to \$239.95 for PH-80.



G-E Refrigerator-Freezer

General Electric Co.,
Major Appliance Div.,
Appliance Park,
Louisville, 1, Ky.

Device: Newest G-E refrigerator-freezer combination has 130 lb. freezer compartment below the 10 cu. ft. refrigerator unit.

Selling Features: Model LH-14 features 4 cu. ft. double-capacity freezing section, which will hold up to 130 lbs. frozen foods; freezer door opens with foot pedal; has 2 storage racks; 2 spacious removable wire baskets roll out on nylon bearings; built-in light, ice trays down one side include a double-depth aluminum tray for desserts plus Mini Cube and Redi Cube trays.

Refrigerator compartment continues revolving shelves introduced last year; new rear corner lights covered with plexiglas panels; hinged foldaway bottle racks swing out of way when not in use; adjustable removable door shelves.

Exterior colors include white, yellow, turquoise. LH-14M, white has contrasting grey textured freezer.

1955 Air Conditioner Lines



AMANA Air Conditioner

Amana Refrigeration, Inc.,
Amana, Iowa.

Models: 2 room air conditioners designed for flush mounting, built with increased cooling power.

Selling Features: All models have thermostats to automatically maintain desired temperature. Year 'round models in ½, ¾, 1 and 1½ h.p. sizes deliver more cooling; any of 6 combinations of cooling, heating, dehumidification and ventilation may be selected by adjusting a single glider control at front of unit. Tan or ivory fronts with gold trim. Deluxe models come in ½, ¾, 1 and 1½ h.p. sizes; brown with gold metal trim.

Both lines are engineered for quiet, vibrationless operation; rounded corners, adjustable installation in any of 23 positions; intake and exhaust openings for condenser air located at back end of cabinet. Less than 5 in. need be installed inside room in De Luxe models. Year Round models, a little more than 6 in.

A kit for casement window installation is available, and for wide windows.

Larger air outlets, fingertip adjustable air deflector; hermetically sealed refrigeration; fiberglass air filter.

Prices: From \$299.50 for De Luxe ½ h.p. 115 volt model to \$489.50 for 1½ h.p. 208 volt model.



MITCHELL Air Conditioners

Mitchell Mfg. Co.,
2525 Clybourn Ave.,
Chicago, Ill.

Models: 3 new Super High-Capacity Chassis series M-345, M-1005 and M-1245; and 4 Bel-Aire series, M-235, M-225, M-245 and M-2005.

Selling Features: Super High-Capacity series feature a new refrigeration circuit in which air is cooled

and filtered twice and temperature of room is dropped in 3-min, 15 secs; maintains peak efficiency to 120 degs. outside temperature. M-345 is a ¾ h.p. model; M-1005, a 1-h.p. model and M-1245 1½ h.p. Air Flow Modulation, (AFM) a regulating switch that enables unit to deliver a concentrated column of air for fast cooling or a gentle flow of cool air to maintain a desired temperature; Weath'r-Dial with 7 levels of operation including heat; 2-speed motors; automatic thermostat; flush mounting; directional-control; and Expando-mount, a new device which enables installation with tools in any size window without custom fitting. All models have Cadillac beige cabinet; and M-345 are available for 115 volt, 208 and 230 volt operation, other models operate on 230 or 208 volts.

Bel-Aire series features louvered panels adjustable to 20 different directions; Expando-mount; sizes are ½, ¾, 1 and 1½ h.p. respectively; the ¾ and 1 h.p. models include the new Super High-Capacity chassis; Direction-Aire control; flush mounting; Weath'r Dial, adjustable to cool, ventilate and exhaust. All models operate on 115 volt a.c. except M-2005, 1-h.p. model which is a 230 volt, a.c. model.

Prices: Super High-Capacity models from \$379.95 to \$499.95; Bel-Aire series from \$299.95 for ½ h.p. model to \$399.95 for 1 h.p. model.



G-E Air Conditioners

General Electric,
Major Appliance Div.,
Appliance Park,
Louisville 1, Ky.

Models: G-E 1955 room air conditioner line features flush with inside wall installation.

Selling Features: Flush mount construction, known as Drape Line Design is available in R32M, R52M and R72M models including ½ h.p., 115 volt and ¾ h.p. 115, 208 and 230 volt models and in 1 h.p. 208 and 230-volt models. In flush position the unit does not interfere with movement of draperies or venetian blinds; if projecting position is preferred the flat top of unit may be used as a shelf; fine furniture finish includes blond and mahogany wood grain; 2-tone gray finish on the exterior weatherhood.

3 rotator air directors provide flexible and draft-free air direction; permanent filter needs no replacing—can be cleaned with warm water.

All-weather units which heat as well as cool are available in the ¾ and 1-h.p. 208 and 230-volt models; a reverse flow or refrigerant extracts heat from outside air plus a resistance heating element that turns on automatically when outside air temperature drops below 40 degs. F.

**AMERICA'S MOST
DEPENDABLE ROTATOR**

Only Rotator Available
In Four Glorious Colors:

BROEGE MARBLE
MAHOGANY
GOLDEN WHEAT
DECORATOR'S GREY

THE TRIO
"ARISTOCRAT"

NOW...

*America's
most
beautiful!*

The sleek, modern, low silhouette of the new TRIO rotator control case marks a new high in styling.

Beauty, here, is more than skin deep since its low center of gravity makes it tip-proof! Note, too, that there are NO unsightly control knobs or switches to spoil its beauty. These are located at top rear of case—where your hand naturally rests in operation of rotator!

There is no obscuring the easily-read lighted dial. Available in four glorious colors—to blend perfectly with any decor.

TRIO has a new plan which makes it convenient for the dealer and distributor to carry a complete selection of colors with no major increase in rotator investment. With this plan the homemaker has a choice of colors—even at the time of installation.

Switch and directional controls are located at top rear of case for most convenient manual operation. Lighted dial permits operation in darkened room and also indicates when rotator is on. When on, pointer always shows exact position of antenna.



- ✓ Only Rotator With Factory Attached Cable
- ✓ Only Rotator With Two-Year Guarantee



THE TRIO
"ARISTOCRAT"
...CULMINATION OF
SIX YEARS RESEARCH
AND PRODUCTION

Copyright 1954 By Trio Manufacturing Co.

TRIO

Manufacturing Co.
GRANDVILLE, KLINCH



INTERNATIONAL HARVESTER Air Conditioners

International Harvester Co.,
180 N. Michigan Ave.,
Chicago, 1, Ill.

Models: Six 1955 air conditioners in I-H line run from $\frac{1}{4}$ h.p. to 1 h.p.

Selling Features: "All-Seasons" heat pump models available in $\frac{1}{4}$ and 1-h.p. sizes; reverse cycle heat pumps automatically warm room as well as cool it; new design air grilles located at top of all models designed to send cool air upwards to ceiling and over entire room; "no-draft" is another feature. All models may be decorated to blend with draperies and decorative schemes.



FEDDERS-QUIGAN Air Conditioners

Fedders-Quigan Corp.,
Buffalo, 7, N. Y.

Models: Fedders-Quigan 1955 line is made up of custom, deluxe and standard models in sizes from $\frac{1}{4}$ to 1-ton; 2 casement window models, and a Slim-Lo-Boy, completely enclosed model.

Selling Features: Slim-Lo-Boy is a $\frac{3}{4}$ ton model 12 in. deep, 30 in. high with a control panel that fits flush with top; unit can be installed free-standing or recessed in wall; available in brown and white.

Custom models feature "Flexi-mount" installation in any one of 8 positions; illuminated Weather Bureau comfort guide behind gold colored strip across bottom of cabinet includes thermostat and damper dials; 2-speed motor for hi and low speed cooling; 360 deg.



NEW PRODUCTS Air Conditioners Fans

weather wheel for draft-free air flow; built-in dehumidifier and dust trap are other features.

Deluxe and custom models have reverse cycle heat available in $\frac{1}{4}$ and 1 h.p. models. Automatic thermostat control switches from cooling to heating or the reverse automatically.

Casement window models are also available in $\frac{1}{4}$ and $\frac{3}{4}$ capacities.

Restyling includes color tones to harmonize with a variety of interior decoration schemes.

Prices "Lowered by an average of \$50."



CARRIER Air Conditioner

Carrier Corp.,
Syracuse, N. Y.

Device: Carrier air conditioner for mobile homes.

Selling Features: Unit fits entirely inside and requires no openings in walls or roof; serves as end table as well as air conditioner; filters inside air, reducing cleaning and dusting; $\frac{3}{4}$ h.p. floor-type unit; air for refrigeration condensing is drawn through an opening in floor operates on 115-volt circuits found in most trailer parks.

1955 Fan Lines



SIGNAL Fans

Signal Electric Div.,
King-Seely Corp.,
Menominee, Mich.

Models: Jet-Stream models HV-100 and HV-120; Cool Spot oscillators, 10-1400, 12-1400 and 16-1400; and signal 3-speed oscillators 12-2400, 16-2400 and Signal Pedestal oscillator 16-2480. Jet-Stream, high velocity 3-speed models feature jet

design cowlings; deep pitch blades; 4-pole "Stout-Heart" motor; air stream adjusts through 180 degs; HV-100 delivers 2500 cfm; HV-120, 3500 cfm. grill front and back, mar-proof base; blue enamel finish; handle for carrying.

Cool-Spot oscillators include a 10-in. single speed (10-1400) 2-pole motor which delivers 600 cfm; a 12-in. 2-speed model (12-1400) which delivers 850 cfm; and a 16-in. model (16-1400) with 3-speeds that delivers 1250 cfm. All Cool Spot models have opalescent silver-maple finish.

Signal 3-speed oscillators feature handy rotary switch in base for full cool-control of the three speeds; fans oscillate through 80 deg. or lock in place; blue grey enamel finish available in 12 and 16-in. blade sizes. Pedestal oscillator 16-2480 is same as 16-2400 with 3-speed pull switch in motor cover and is mounted on floor stand which is adjustable from 4 ft. 4 in. to 7 ft. 6 in.

Prices: Jet Stream, \$37.50 and \$47.50; Cool Spot, from \$16.95 to \$39.95; Signal oscillators, \$34.95; \$44.94 and \$64.95 for pedestal model.

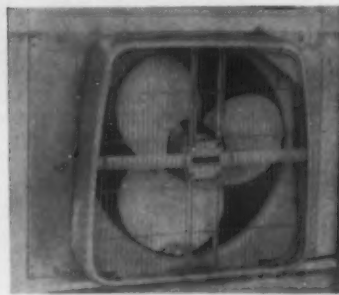


ARVIN Fans

Arvin Industries,
Columbus, Ind.

Models: Arvin 1955 fan line includes 2 20-in. models 7620 and 7520; a portable 14-in. unit No. 7414; 2 Cool-R-Hot fans 5400 and 5440.

Selling Features: No. 7620, 2-purpose model can be used as a window exhaust fan or as an air circulator for floor, table or other location; 3 balanced aluminum air-scoop blades housed in grey enamel steel shell have a 6-pole induction motor; 3-speeds: from 650 low to 1060 rpms high; nickel and chrome wire grilles front and back.



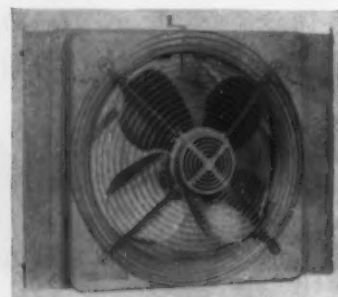
No. 7520 is same size and capacity as 7620 designed for use as window fan only; comes in a complete package with expandable panels. Both models are reversible by hand for intake or exhaust.

No. 7414, 14-in. low-cost model can be used for window exhaust or intake or for use on floor. 3 aluminum air-scoop blades; 4-pole induction motor; gray baked on enamel finish.

Cool-R-Hot models 5440 and 5400 have green and bronze enamel finish; both have adjustable heads and metal protector grilles front and rear.

Accessories in the 1955 Arvin line include 2 side panel kits and a portable hi-lo pedestal for the 20-in. model.

Prices: No. 7620, and 7520 \$49.95; No. 7414, \$28.95; Cool-R-Hot models are \$23.95 and \$20.95 respectively.



ATLAS-AIRE Fan

Atlas Tool & Mfg. Co.,
5147 Natural Bridge Blvd.,
St. Louis, 15, Mo.

Device: Atlas-Aire 20-in. reversible window fan No. RV20.

Selling Features: Fan can be installed in windows 28 $\frac{1}{2}$ to 42 $\frac{1}{2}$ in. wide without tools—a crank handle in adjustable side panels and a "force" locks fan into place; 4-speed push button switch has a separate button for high or low speed on intake and exhaust; delivers 3500 cfm; specially designed rubber hub reduces motor noise; 4 petal aluminum blade; direct drive, 5-pole motor; light gray finish, plated spiral blade guard.



G-E Window Ventilator

General Electric Co.,
Fan Dept.,
Bridgeport, Conn.

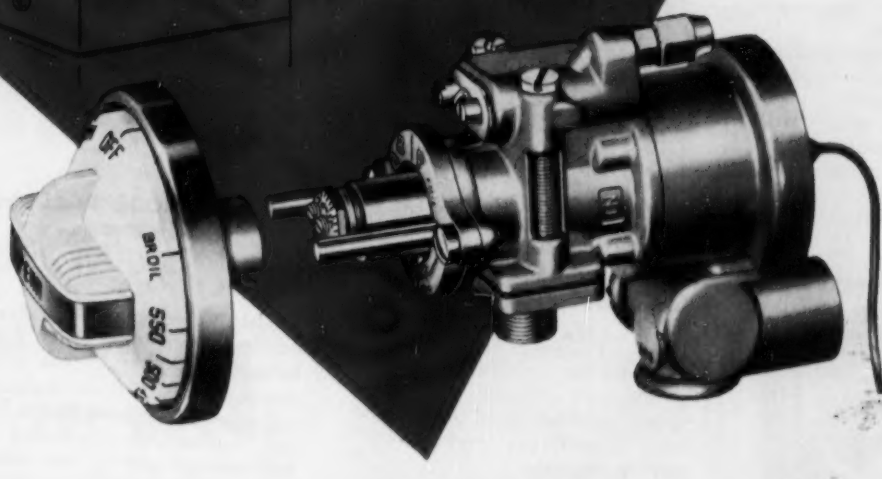
Device: All-purpose, Year-'Round window ventilator, W21.

Selling Features: Snaps in and out of unbreakable, weather-resistant clear plastic panels allow sunlight to pass through; can be used as an intake or exhaust fans; grid guard makes it possible to use fan independently of panels as table, floor or wall fan; can be used in any room or casement window by means of a mounting hanger; handy in-line switch on cord eliminates stooping or stretching to operate.

Price: \$34.95



One simple way
to "close" a
gas range sale
is to sell her...



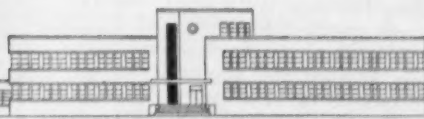
Better Baking Results

with a Penn gas oven thermostat

For a powerful sales plus on your gas ranges, sell the *better baking results* homemakers get with a Penn gas oven thermostat! This thermostat always gives *faster response* to oven temperature changes . . . *greater sensitivity*, with temperature true to dial setting . . . *better baking* every time.

Only Penn has all these features . . . that's why it is such a big sales plus on your gas ranges. If the range you're offering doesn't enjoy the advantages of a Penn oven thermostat, ask your manufacturer — he can get it for you! **Penn Controls, Inc., Goshen, Indiana.**

PENN



AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES



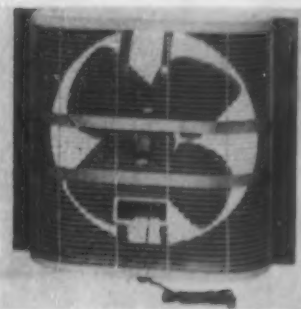
EMERSON-ELECTRIC Fans

The Emerson Electric Mfg. Co.,
St. Louis 21, Mo.

Models: Emerson-Electric 13-in. 3-speed low table fan, and a 16-in. and 21-in. 2-speed reversible window models.

Selling Features: Low-table model has new design; finished in falcon brown and beige with old gold and chromium trim; a washable plastic table-top cap in glastex green, brown and white is available without extra charge; 4 balanced blades and special fan-duty motor delivers 3200 cfm on high.

16-in. and 20-in. 2-speed reversi-



ble window fans have new cabinets designed by Banka-Mango in 2-tone brown and beige with old gold horizontal bands; both fans feature capacitor motor; balanced blades; direction of rotation is reversed at flip of switch to pull cool air in or exhaust hot indoor air; adjustable panels permit quick easy installation in windows 29½ in. to 36 in. wide; mounting chains supplied for smaller windows. 16-in. fan delivers 2000 cfm on high; 20-in. model delivers 3200 cfm.

Prices: Low-table, \$53.95; 16-in. window, \$61.50; 20-in. window, \$76.55



AIR KING Window Ventilator

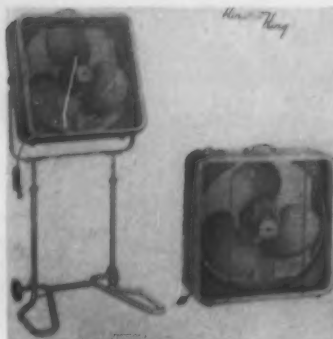
Berns Mfg. Corp.,
3050 N. Rockwell,
Chicago, 18, Ill.

Model: Berns Air King 20-in. electrically reversible window ventilator AV20PB.

NEW PRODUCTS

Selling Features: 6-speeds for exhaust and intake; high speed cools entire apartment in a few minutes, medium speed gives even, moderate cooling any hour of day or night; adjustable sliding side panels fit any window; Beigetone finish.

Price: AV20PB, \$64.95; AV16E, \$57.95



AIR KING Fans

Berns Mfg. Corp.,
3050 N. Rockwell,
Chicago, 18, Ill.

Models: Berns Air King mobile line features a 17-in. blade and a 20-in. model.

Selling Features: Both fans are adaptable for use on table, floor or in windows; 180 deg. tilt adjustment; may be raised or lowered from 22 to 37 in.; 3-speeds; Beige-tone finish.

Price: FM20, \$74.95; FM16, \$69.95.



PENQUINAIRE Fans

Motor Outlet Co., Inc.,
96 Warren St.,
New York, 7, N. Y.

Models: Penquinaire WFR 20-in., and "Twinette"

Selling Features: WFR 20-in., has 6 quiet speeds—3 for intake and 3 for exhaust; ivory finish cabinet; easily installed and adjustable for windows 28 to 34 in. wide; 3800 cfm; Robbins & Myers motor; 20-in. aluminum propellers with rubber hubs; 60 cycles, 110 volts, a.c.



"Twinette" electrically reversible window fan; automatic; portable—may be moved from window to window; adjustable from 27½ to 36½ in.; fans can be individually operated, independent of each other; set in casement or sash, the windows can be opened or closed without interference; 3500 cfm; 115 volts, 60 cycles; baked enamel finish; weighs 40 lbs.

Prices: \$89.99 each.

1955 Heater Lines

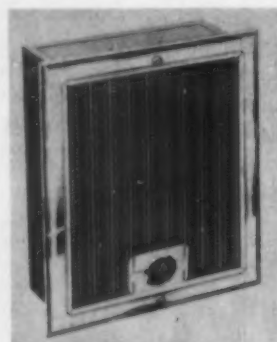


ELECTROMODE Baseboard Heater

Electromode Corp.,
Rochester, N. Y.

Models: Electromode baseboard heaters.

Selling Features: Low-level perimeter heat spreads a shield of warmth against cold walls from floor to ceiling; automatically controlled by wall-mounted low or line voltage thermostat; cast-aluminum heating element; all wires insulated, embedded and sealed within finned aluminum casting; blank sections for extension, right and left-facing end pieces, corner pieces all matching the basic units, may be used to carry out unbroken baseboard effect; basic unit is 32 in. long, 8½ in. high and 3-in. wide; 600-watts capacity; operates on 120-240 volts; silver grey hammertone finish.



BROAN Fan-Heater

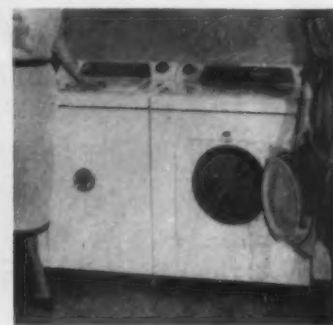
Broan Mfg. Co., Inc.,
1669 N. Water St.,
Milwaukee, 2, Wis.

Device: Broan fan-type heater for bathrooms, nurseries, recreation rooms U-15 and S-12.

Selling Features: Equipped with bulb-type thermostatic control which provides automatic temperature control from 60 to 90 degs. F;

built-into-wall; fan behind element draws cold air in at bottom, forces heated air out through top of grille; No. U-15 (1500 watts, 5000 btu/hr.) has nickel-plated Uniflow grille. No. S-12 (1200 watts, 4000 btu/hr.) has stainless steel grille; both come with toggle switch or thermostat control.

1955 Laundry Equipment



SPEED QUEEN Laundry Equipment

Speed Queen Corp.,
Ripon, Wis.

Models: New deluxe automatic washer A12A and two dryers DE-8A electric and DG-14A gas.

Selling Features: Automatic washer A12A has new timer control and timer knob to make possible installation of the SQ suds-saver, which has been specially designed for A12A washer and cannot be used on any other model. Suds-saver, an accessory, is installed internally and wired to main control knob to make it a part of the washing cycle if desired.

2 major improvements on Speed Queen's deluxe electric and gas dryers—both models feature a lifetime porcelain top and a new ultra-violet germicidal lamp.



FOWLER Dryer

Fowler Mfg. Co.,
Portland, Oregon

Device: Fowler top-loading, electric dryer.

Selling Features: Top opening door; air-flo system combines air and heat so that heated air goes through all the clothes; time switch selector; drum suspension to prevent cylinder sag; large capacity cylinder; black heat element; high velocity, 8-blade fan; thermal over-load-protected motor with automatic reset.

Price: \$149.95.

NEW

SYLVANIA

TUBE *and* TOOL TENDER

...ends
"tool hunting"
for good!

Here's the newest idea in TV service cases. It's the Tube and Tool Tender's "PEG PLATE" panels and adjustable metal holders. With this combination, set up your tools in the arrangement that suits you best. Then enjoy the time- and temper-saving convenience of having the tools you want, right where you want them, whenever you need them.

And of course the Sylvania Tube and Tool Tender also gives you generous tube and equipment storage.

Your Sylvania Distributor has your Tube and Tool Tender now. It's another Sylvania exclusive, designed for your easier TV servicing, offered only by your Sylvania Distributor.

It's spacious — carries tubes, tools, meter, mirror, parts . . . everything you need on your calls.

See it at your Sylvania Distributor



It's light and attractive, it's aluminum . . . weighs only 20 pounds fully loaded.



It's durable and sturdy — will stand up in constant field use.



It's convenient — for shop as well as field use. Complete with "shelf-service."



FREE
with the purchase of
Sylvania Tubes
\$15.95 VALUE
... for only
32 Sylvania Tokens

Remember, you get one Sylvania Token each time you buy 25 Sylvania Receiving Tubes.

SYLVANIA

LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY

Sylvania Electric Products Inc.
1740 Broadway, New York 19, N. Y.
In Canada: Sylvania Electric (Canada) Ltd.
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New
RAY-O-VAC
FLASHLIGHT
 all-time
BIGGEST SELLER!

HANDYMAN
 with NEW exclusive
PUSH-PULL RING SWITCH →

This is the flashlight that has broken Ray-O-Vac sales records of all time. And that's not all—dealers everywhere report it is shattering their sales records, too. Smooth, streamlined . . . Push-Pull Ring Switch . . . the handiest, dandiest flashlight switch ever designed . . . **PUSH** it's on, **PULL** it's off . . . they're sold as fast as they're delivered! Place your *repeat* order today.



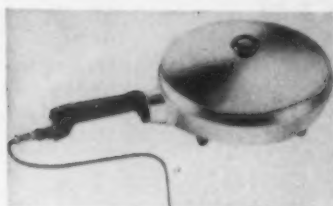
The **HANDYMAN** is carded in powerful displays like this—with one, two, or four flashlights. Put one up at the cash register, another at your regular flashlight display space, and a third one in your window.

RAY-O-VAC



RAY-O-VAC COMPANY, MADISON 10, WISC.
 RAY-O-VAC CANADA, LTD., WINNIPEG, MANITOBA

1955 Electric Housewares



G-E Skillet

General Electric Co.,
Small Appliance Publicity,
Bridgeport, Conn.

Device: G-E automatic skillet

Selling Features: Round shape; 76 sq. in. cooking surface of cast aluminum; a sealed-in G-E Calrod element; chart on handle lists correct cooking temperatures for most frequently prepared foods plus a selector dial with settings from 160 to 400 degs, and an indicator light which signals when desired temperature is reached; handle and feet are heat resistant plastic; can be immersed in water up to indicator light on handle.

Price: \$19.95. Any standard 12 in. lid fits, or an aluminum lid available at \$3.



WEST BEND Tea Kettle

West Bend Aluminum Co.
West Bend, Wis.

Device: Speedmaster electric tea kettle.

Selling Features: A 2½ qt. tea kettle with a 1000-watt a.c.-d.c. immersion-type tubular element provides fast heat transfer; heats a full qt. water in less than 6 min.; chrome on solid copper; trigger-operated spout cap; whistle tells when water boils.

Price: \$10.95



WHITE MAGIC Ice Cream Freezer

J. E. Porter Corp.,
Ottawa, Ill.

Device: White-Magic refrigerator-type electric ice cream freezer.

Selling Features: Automatic controls shut off freezer when ice cream has formed; motor and gears are sealed, don't need oiling; motor

NEW PRODUCTS

casing and cover finished in white baked on enamel; 1-piece aluminum container with individual cover; plastic mixing paddles are detachable with tripper release; finger tip controls lock and unlock container form; 6 in. wide 14½ in. long; 5 in. high; fits almost all refrigerator freezing compartments; weighs 6½ lbs; 50-60 cycles; 110-120 volts a.c.



AMECO Boilmaster

American Electric Appliance Corp.,
1060 Washington Ave.,
Bronx, 56, N. Y.

Device: Ameco Boilmaster Trav-Ler kit.

Selling Features: Kit includes the Boilmaster unit that heats, cooks or boils food, plus 2 cups, saucers, spoons, instant coffee and instant soup; Boilmaster can be immersed in water for cleaning; has automatic cut-off; thermos-type construction to keep contents hot; insulated; 660 watts, a.c. or d.c.; polished aluminum; 4-cup capacity.

Price: With traveler kit, \$14.95; Without kit, \$9.95



ROTO-BROIL Broiler-Rotisserie

Roto-Broil Corp.,
32-14 Northern Blvd.,
Long Island City, 1, N. Y.

Model: Roto-Broil 400 Capri

Selling Features: Designed to handle larger fowl and heavier roasts; Calrod element; wrap-around grill top cover; under cover is a deep, extra large grill with a deep well to channel off gravy or grease; redesigned Bak-A-Tray connects into its own socket doing away with extra cord and plug—it slides into broiler ready to bake; outside rotisserie it becomes a server, food warmer, cooker and defroster; redesigned control panel gives fingertip control—separate pushbuttons operate rotisserie, broiler and baker; thermo-

static dial control regulates heat to required degree; automatic bell ringing timer signals when food is done; 2 pilot lights—one on broiler and one on Bak-A-Tray signal that units are in operation.

4 accessories are also available—a combination deep fryer-skillet that fits onto Bak-A-Tray; a corn-popper; and 2 fry squares for tailor-made ham or bacon and eggs.

Price: \$79.95



G-E Blanket

General Electric Co.,
Small Appliance Div.,
Bridgeport, Conn.

Model: G-E "Slumber-Cover" automatic blanket.

Selling Features: A textured 100% fine cotton fabric by Chatham with a Skinner acetate satin binding; rose pink and turquoise in sizes for twin or double bed plus a dual control for double-bed; custom-contoured bottom corners provide ample foot room; designed for year-round use; in severe weather it can be used as a regular blanket.

Prices: \$34.95; \$37.95; \$47.95.



SUNBEAM Waffle Baker

Sunbeam Corp.,
5600 Roosevelt Rd.,
Chicago, 50, Ill.

Device: Sunbeam waffle baker and grill with radiant control.

Selling Features: Thermostatic control responds to heat radiated from grid instead of by actual contact with a thermostat block as providing uniform results; other features include easy-to-see signal light that tells user to put in batter and when waffle is done; expansion hinge which allows room for king-size toasted sandwiches; overflow rim; drip spout for draining grease into drip cup are other features.

Price: \$32.50.



G-E Grill

General Electric Co.,
Small Appliance Dept.,
Bridgeport, Conn.

Device: New G-E automatic grill and waffle baker with reversible cast aluminum grids.

Selling Features: A temperature control panel with 6 pretested settings; newly designed thermostat unit controls heat, of grids and an indicator light signals user; grids are specially treated to prevent sticking; spout has been provided to drain off excess fat; can be used for grilling or frying, or as a closed grill for toasting.

Price: \$22.95



G-E Dishwashers

General Electric Co.,
Major Appliance Div.,
Appliance Park,
Louisville 1, Ky.

Models: Mix-or-Match colors in a deluxe undercounter dishwasher SU-60M highlights G-E 1955 electric sink and dishwasher line.

Selling Features: 5 colors plus white on the exposed front panel of SU-60M which is also available in knotty pine, oak, birch or mahogany wood.

Racks in dishwasher are covered with yellow resilient plastic and hold a complete service for 8; dishwasher automatically pre-rinses dishes twice, washes, triple-rinses, dries and shuts itself off; a color-coded signal light above control dial shows wash cycle progress making it easy to add a forgotten dish or cup.

Mobile Maid roll-around dishwasher SP-40L, needs no installation; a Unicouple connector snaps onto hot water faucet of any sink.

Deluxe 48-in. dishwasher-sink No. SE-40M combines a standard sink and counter with built-in dishwasher under the counter section; 1-control faucet mounted on sink backsplash; utility compartment with door that opens at touch of finger or knee; a drain opening sized to accommodate a food-waste disposer; acid-resistant porcelain sink and work surface and improved drainage from sink top.



In Chicago, it takes 2— to clean up in '55

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the...



CHICAGO SUN-TIMES

211 W. Wacker Dr., Chicago • 250 Park Ave., New York

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

REPRESENTED BY: SAWYER-FERGUSON-WALKER CO.,
LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA
HAL WINTER CO., MIAMI BEACH

NEW PRODUCTS



G-E Disposals

General Electric Co.,
Major Appliance Div.,
Louisville 1, Ky.

Models: 2 deluxe and a standard model in 1955 line.

Selling Features: Deluxe models FA-4 and FA-45 feature the Safety Twistop control, which operates only when control is locked over the top opening in "on" position; control also acts as a drain plug; all wastes—bones, egg shells, fats, peels, coffee grounds are forced against shredding ring and reduced to particles and washed down drain with cold water; 2 models have special connector through which an automatic dishwasher may be drained; fits all standard drain openings; special adapters and a boring tool are available to accommodate installation in nonstandard sink openings. A short model (FA-45) is offered for high drain lines, undersink obstructions etc. May also be used in homes with septic tanks.



JOHNSON Polisher-Scrubber

S. C. Johnson Co.,
Racine, Wis.

Device: Johnson Wax polisher-scrubber.

Selling Features: Interchangeable single flat rotary scrubbing and polishing brushes; easy to guide; weighs 11½ lbs.; specially-designed scrubbing brush prevents splashing water on baseboards, furniture or appliances; scrubs and polishes right up to baseboards; can be used on hard-surface floor, garage, basement, porch kitchen dining room, living room etc; easy brush change; automatic safety shut-off switch prevents machine from operation until operator moves handle downward to normal operating position; blue-green and beige finish; vinyl bumpers; ribbed special plug; shock-

proof butyrate upper housing; lower housing of lightweight aluminum; operates on 115 volt a.c. or d.c., 25 and 75 cycles, motor housing 7½ in. height, 8½ in. wide.

Price: \$69.50 with brushes and chenille polishing pad.



WESTINGHOUSE Water-Cooler

Westinghouse Electric Corp.,
Springfield, Mass.

Device: Westinghouse Cooleret—designed for use in the home.

Selling Features: Occupies only about 1 sq. ft. floor space counter height; white finish; provides instant cold water in evenly controlled stream; push button, operating faucet on front of cooler; equipped with 1-gal. reservoir it requires no plumbing or drain connections; water can be poured into reservoir and kept cooled until wanted; spring water bottles of 2, 3, or 5 gal. capacity can also be used.

Price: \$149.95



TRI-WONDER Lamps

Kissner Industries Inc.,
Madison, Wis.

Device: Tri-Wonder lamps kill insects, destroys odors and provides soft indirect light.

Selling Features: Westinghouse Odorout bulbs are used to destroy odors electronically, kill flies, moths, mosquitos odorlessly; vitrified translucent china bases available in a variety of combinations. "Tulip design" (shown) comes in pink and black glaze.

Prices: From \$4.95 to \$14.95.



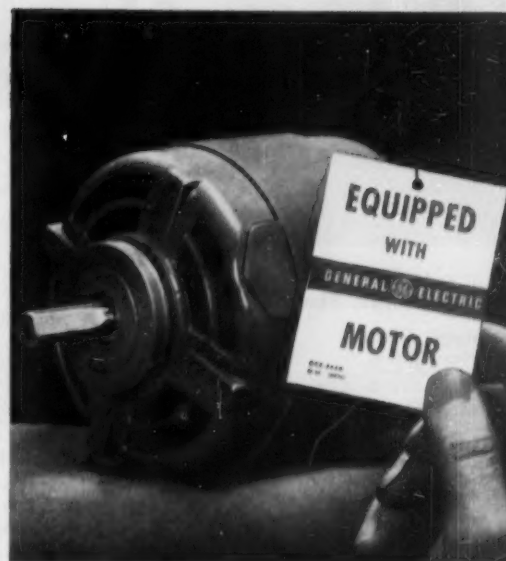
Act Now to Boost Next Summer's Sales ... with G-E Motors and Sales-aid Tags

DESIGNERS of the window fans, room coolers, and kitchen ventilators you'll be displaying next summer are now selecting the electric motors to power their new models. Those who choose General Electric shaded-pole motors will be adding both *customer satisfaction* and *saleability* to their products.

YOUR CUSTOMERS know that "G.E." stands for dependability . . . and they are continually being "pre-sold" on G-E motors. When the fans and room coolers you sell are equipped

with G-E shaded-pole motors, cash in on this buyer preference by displaying these tags which tell your customers you take pride in your merchandise.

ON YOUR SPRING ORDER express your preference for G-E motors and ask your equipment supplier for these tags. They'll pay off for you in increased sales of air-moving appliances during the coming season. General Electric Co., Schenectady 5, N. Y. 704-17



Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

G-E SHADED-POLE MOTORS—designed for long operating life—feature permanently lubricated, quiet bearings, eliminate need for re-oiling service calls. Display "hang-on" tag to help boost your sales.



STROMBERG-CARLSON Radios

Stromberg-Carlson Co.,
Rochester, 3, N. Y.

Models: Stromberg-Carlson 1955 line of portable, clock and table radios includes 2 portables, an a.c.-d.c. model and two clock-radios.

Selling Features: Portables, available in choice of 6 colors—citron, green, black, brown, terracotta and antique white. Vagabond BP-1, personal portable operates on a battery with over 100 hrs. life. Minstrel, EP-2 is a 3-way a.c.-d.c. portable. A special tailored carrying case in luggage tan is available for both models.

Modernaire, a.c.-d.c. table model, also available in 6 colors, has high-bain, built-in ferrite cored loop antenna and a 4 in. PM speaker.

MusiClock II and MusiClock Deluxe clock-radios in 6 colors have superhet a.c. circuits; full toned 4-in. PM speaker, direct drive tuning with special Civil Defense dial settings; Telechron clock movement which can automatically be set to turn radio on or off at preselected time and provide power to an appliance outlet. MusiClock Deluxe features in addition to clock, a buzzer alarm with "wake-up" and "slumber" switches.

Prices: Vagabond, \$29.95; Minstrel, \$39.95; Modernaire, \$26.95; MusiClock II, \$29.95 and MusiClock Deluxe, \$39.95.



MAGNAVOX TV-Radio-Phonos

The Magnavox Co.,
Fort Wayne, Ind.

Models: 2 new cabinet designs for a combination 21-in. TV-Radio-3-speed phono—"Magnavision Concerto" and Modern Theatre.

Selling Features: Magnavision Concerto No. MV121LX has the new vertical design feature of a TV cabinet and pull-out drawer base; a 6-tube push-pull audio power AM radio is located in drawer; easy-slide drawer also contains the 3-speed record changer with dual sapphire styli pickup; duosonic speakers 6 and 8-in. hi-fi type are mounted in front of drawer and

NEW PRODUCTS... TV—Hi Fi and Radios

slanted for ear level sound; they are used for TV, radio and phono sound distribution; a variable treble control and compensated volume control are part of Magnavox Integrated Design audio system.



Modern Theatre, the other model, is a deluxe modern Lowboy in mahogany or oak; provides a big 21-in. picture surrounded by a slim frame of cabinet. Top mounted controls covered by hinged lid; 21-in. aluminized, 265 sq. in. tube has 16,000 volt power, 20-tubes, transformer powered chassis and 41 mc IF amplifier.

A mobile table mounted on lucite casters is now available for all Magnavox table TV sets.

Prices: Magnavision Concerto, \$299.50, VHF, \$319.50, UHF; \$309.50 in blonde and charcoal gray VHF. Modern Theatre, \$398.50 VHF in mahogany, \$429.50 UHF. In white oak, \$415, VHF and \$445, UHF.

Mahogany table is \$14.50.



MAGNAVOX Radio-Phono

The Magnavox Co.,
Fort Wayne, Ind.

Model: Magnavox "Symphonic Modern" radio-phonograph with tape recorder and playback.

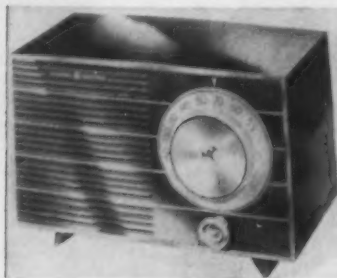
Selling Features: Tape recorder, which is optional at extra cost, delivers wider, smoother frequency response, features a 20-watt multiple speaker hi-fi sound system, AM-FM radio and 3 speed precision record changer.

Low-boy cabinet in mahogany, white oak or cherry; speaker baffle is in one bold sweep completely across base of set.

Chassis features a 14-tube AM-FM chassis and amplifier, delivering 20 watts undistorted audio power; hi-fi sound is achieved through two 12-in. low frequency speakers and a hi-fi horn speaker with cross-over filter network; 3-speed record changer has Pianis-

simo pick-up, plays all speeds and sizes, cleaning them while playing.

Price: \$495, without tape recorder and playback in white oak or mahogany; \$595 in cherry.



G-E Radio

General Electric Radio and
TV Dept.,
Electronics Park,
Syracuse, N. Y.

Device: Table radio No. 455.

Selling Features: Uses a printed circuit board called "Thru-Con"—wiring is plated on both sides of board and through terminal holes so as to establish connection between 2 sides without use of eyelets or specially designed terminal pins; no wiring to jar loose; built-in antenna; Alnico 5 speaker; moisture-resistant aluminum voice coil; brown with gold trim with large ivory tuning dial and volume control.

Price: \$19.95.



ROLAND Radio-Phono

Roland Radio Corp.,
Mt. Vernon, N. Y.

Model: Repertoire combination AM-FM radio and hi-fi phono.

Selling Features: Consists of a 10-tube superhet, a push-pull audio system; an automatic 3-speed record changer that plays 7, 10 or 12-in. records available with a pre-amp stage and hi-fi variable reluctance pick-up or a hi-fi ceramic cartridge with two reversible matched jeweled needles, separate bass and treble controls; woofer and tweeter loudspeakers; acoustically engineered speaker enclosure with a hi-fi frequency range of 20-20,000 cps.

Other models in line include Rotunda, hi-fi table radio-phonograph; Revere clock-radio and a table AM-FM model "Realist"—a 10-tube set with rectifier, built-in twin hi-fi speakers, balanced tuning; avc; built-in Ferrite loop antenna and separate AM-FM stages.

Price: Repertoire, \$289.95.



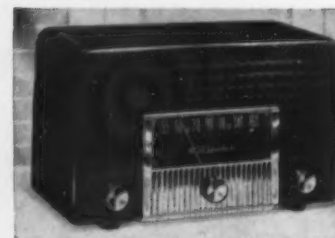
STROMBERG-CARLSON Hi-Fi Sets

Stromberg-Carlson Co.,
Rochester, 3, N. Y.

Models: 2 Hi-Fi table model, 3-speed phonos have been added to Hi-Fi-Et line.

Selling Features: Hi-Fi-Et now available in hand-rubbed mahogany veneer cabinet (HFTM) and in bleached mahogany (HFTB).

Prices: Mahogany, \$119.95; bleached, \$124.95.



RCA Victor Table Radios

RCA Victor Div.,
Radio Corp. of America,
Camden, N. J.

Models: "Driscoll" decorator series of table radios.

Selling Features: 5-tube plus rectifier in 6 decorator color combinations: white and black; chartreuse and black; red and black; red and ivory; dark green and ivory; powder blue and ivory.

Price: \$39.95



MIRROR-TONE TV Set

Mirror-Tone Television Div.,
Scott Radio Labs. Inc.,
1020 N. Rush St.,
Chicago, 11, Ill.

Device: Streamline console 22ZT.

Selling Features: Modern cabinet 23 in. wide, 22 in. deep, 26 in. deep; optional iron legs raise height to 35 in.; mask and controls trimmed in gold.

Price: \$159.90.

Some people
will have a very
Happy

New Year!

Thanks to you, sir, a lot of people are going to have a *very* Happy New Year.

The people to whom you've sold our TV sets will enjoy themselves thoroughly. Many will have the time of their lives with CBS Sweep Tuning*, that quick and easy way of switching on the whole, wide world of entertainment. Others will revel in the real-as-life experience of CBS two-speaker "360"® Full Fidelity Sound. A growing number will discover the drama and excitement of CBS Full Fidelity Color TV.

We, too, are facing the happiest New Year of our young corporate lives. With your help, in the year just past, we've made dramatic progress in volume, in quality, and in public recognition. And our minds are buzzing with big ideas for 1955.

We promise to do everything in our power to make 1955 the most prosperous of new years for you.

SPAT. APP. FOR



CBS-Columbia
A Division of the Columbia
Broadcasting System

REPUBLIC STEEL KITCHENS SINK-MIX SPECIAL!

EXTRA

Republic De luxe Model 54" Cabinet Sink—single bowl, double drainboards; four drawers, two of them 12" deep; sliding cutlery tray and wire utility rack.

Exclusive Single-Lever Mixer Faucet—Newest innovation in fixtures; de luxe dish spray included.

Pop-Up Mixer Shelf—Installed right in the cupboard.

Hamilton Beach Mixguide Electric Mixer—Double beaters, two bowls.

It all adds up to \$264.90—to sell for even less than the regular price of the sink... **\$179.95***

*Slightly higher Denver and West

EXTRA VALUE SELLS IT! Nothing to compare or sell against with this BIG-PROMOTION item. Only Republic Steel has it! It's highest quality merchandise, and it's priced to sell! Based on the most popular cabinet sink in Republic's line.

EXTRA! NEW!

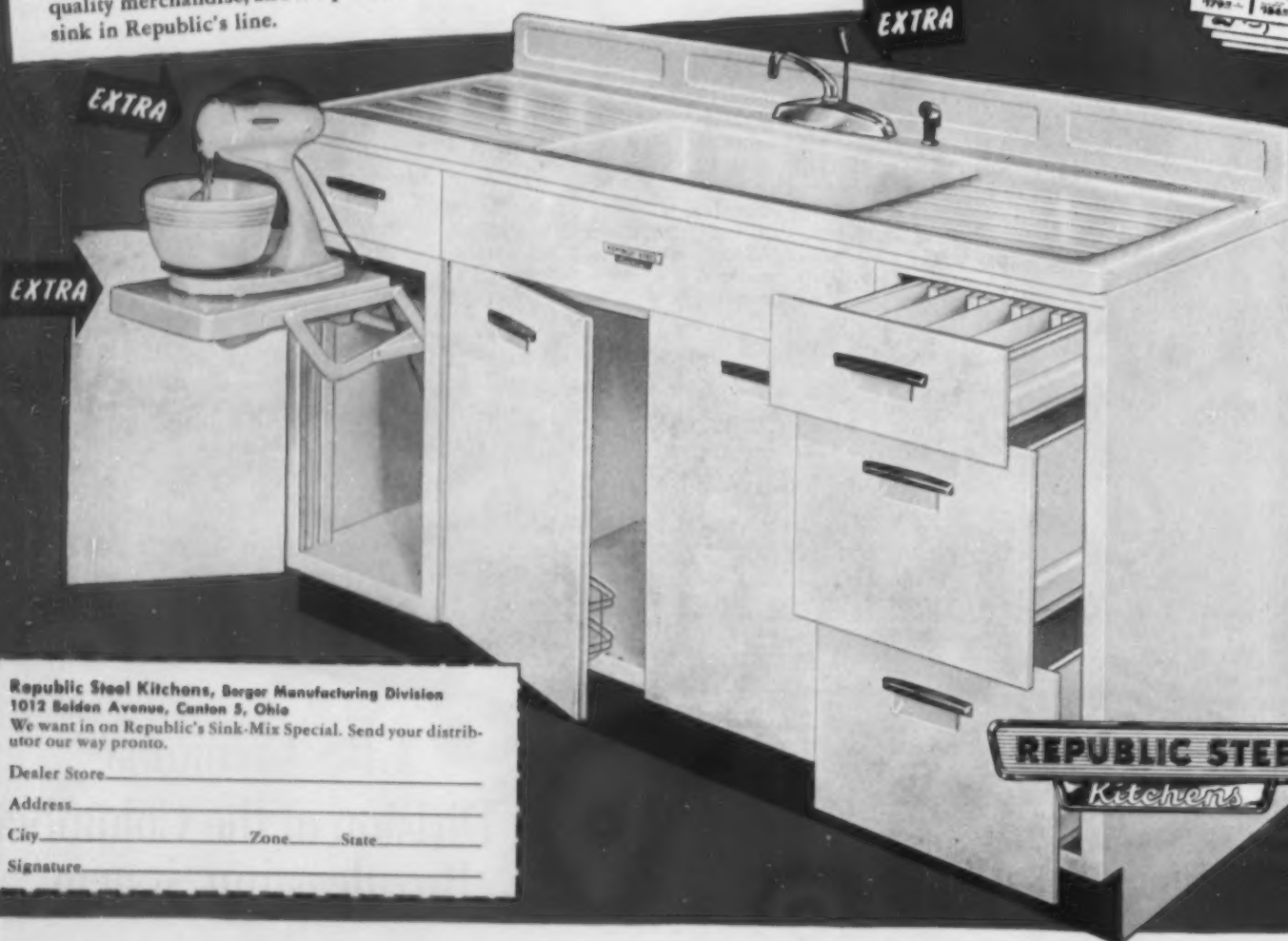
EXCLUSIVE!

MARKET-TESTED!

FREE DEALER SALES KIT!

Includes everything to bring 'em in and sell 'em! Window and store displays... Consumer Broad-sides... Newspaper Mats... Radio spots... complete dealer guide!

YOU'RE IN on this full-margin profit promotion only if you've given the green light to your Republic Steel Kitchens' distributor. Contact him, or use the coupon and we'll get him to you fast.



Republic Steel Kitchens, Borgor Manufacturing Division
1012 Bolden Avenue, Canton 5, Ohio
We want in on Republic's Sink-Mix Special. Send your distributor our way pronto.

Dealer Store _____
Address _____
City _____ Zone _____ State _____
Signature _____

TRADE REPORT



TED WEBER, JR.

In '55: Sales Go Up and Prices Come Down

The men who make appliances are looking forward to a good year in 1955.

That's apparent from a glance at the chart below which summarizes the market guesses of dozens of manufacturers of major appliances. The column at the right of the chart shows, percentage-wise, how these manufacturers think 1955 will compare to 1954, line by line. Gains are forecast for eight of the 11 appliances, slight recession for two more and a major loss for only one product, conventional washers.

How good are these projections? Well, they're not perfect, as the chart below also indicates. Last year manu-

• That's the way appliance manufacturers size up prospects for the year ahead; lower prices expected on 10 of 11 lines

• And on eight of these products sales will be ahead of 1954, with dishwashers and disposers leading the way

only other two predicted losses are for room air conditioners and automatic washers and in each case the predicted drop is less than 3 percent. The guesses represent estimates of "industry sales" and because of this the moderate drop in "sales" of air conditioners may hide a more decided drop in production since the inventory will be shipping considerable merchandise which was carried over from the 1954 season. In considering the slight drop predicted for automatic washer sales it should be remembered that 1954 was a record year.

Moderate gains are predicted for refrigerators, freezers, dryers, ironers, ranges and water heaters. Some of this year's guesses are considerably more conservative than those made

at the same time in last year. Freezers are a good example; last year's "guesstimates" pegged 1954 output at 1,212,333 units, slightly better than the actual output in 1953. But during 1954 freezer output fell far below this guess and 12 month figures totaled only 975,000 units. A gain of five percent is being forecast for 1955 but this would mean production of only 1,027,059 units, considerably below last year's guess. Similarly, this year's ironer guess is only 97,050 units, a gain of six percent over 1954 totals but far below the guess made last year at this time of 174,000 units. To a lesser degree the same holds true of water heaters and dishwashers.

Radio and TV, Too. The chart below does not cover radio or television

but a somewhat similar comparison of how well the industry "guessed" 1954 and what it thinks will happen in 1955 can be gained by comparing the "guesstimates" released annually by RETMA. Last year the prediction for 1954 TV production was about five million units. Actually, production hit 7.2 million.

For the year ahead the RETMA members think TV sales will hit 6.9 million and that radio sales will reach 10.7 million. Included in the TV figure are 300,000 color sets; included in the radio figure are 3.8 million auto sets.

How About Prices. On ten of the eleven appliance lines manufacturers expect prices to be somewhat lower in 1955 than they were during 1954. Their guesses line up this way:

Product	Estimated for 1955	Actual in 1954
Refrigerators	\$285.00	\$305.00
Freezers	395.64	395.00
Automatic washers	258.16	271.50
Conventional washers	140.71	148.50
Dryers (electric)	204.74	223.00
Dryers (gas)	238.08	261.50
Ironers	173.32	207.00
Ranges	251.04	261.00
Water heaters	108.09	130.00
Dishwashers	294.00	300.00
Disposers	117.44	130.00
Room air conditioners	309.63	340.00

The Housewares Show

For your convenience, a list of the exhibitors at the Housewares Show has been printed on page 342 of this issue of ELECTRICAL MERCHANDISING.

The annual show, which will be held from January 13 to 20 at the Navy Pier in Chicago, is expected to draw some 10,000 visitors to see the two miles of displays.

facturers came close to calling the turn on refrigerators, ranges, water heaters, food waste disposers and room air conditioners. They were too optimistic on freezers (where production was 19.58 percent under the estimate), conventional washers (where output was 12.49 percent under the estimate), and dishwashers (where production was 15.83 percent under). But they were too conservative on dryers where output ran better than 17 percent ahead of estimates and on automatic washers where production was a whopping 26 percent ahead of the guesses. Actually, the miscalculations on automatic and conventional washers tend to cancel each other out. If you lump washers in a single category, last year's panel guessed that output would total 3,314,684 units; actual production was 3,650,000 units. That means the manufacturers were about 10 percent too conservative on washers as a whole.

What About '55. Percentage-wise the biggest gains in 1955 are foreseen for dishwashers and food waste disposers and the biggest loss is seen in the conventional washer field. The

Crystal Gazing: Appliance Men Again Try To Predict What's Ahead

Product	1954 Estimate*	1954 Actual	Change: Actual vs. Est.	1955 Estimate*	Change: 1955 vs. 1954†
Refrigerators	3,432,888	3,425,000	- .23%	3,500,000	+ 2.19%
Freezers	1,212,333	975,000	- 19.58	1,027,059	+ 5.34
Washers (Automatic)	1,909,153	2,420,000	+ 26.76	2,355,312	- 2.67
Washers (Conventional)	1,405,531	1,230,000	- 12.49	1,069,111	- 13.08
Dryers	757,467	890,000	+ 17.50	936,683	+ 5.24
Ironers	174,286	91,300	- 47.61	97,050	+ 6.30
Ranges	1,204,786	1,165,000	- 3.30	1,246,875	+ 7.03
Water Heaters	816,923	775,000	- 5.13	783,056	+ 1.04
Dishwashers	249,500	210,000	- 15.83	243,333	+ 15.87
Food Waste Disposers	380,000	360,000	- 5.26	437,500	+ 21.53
Room Air Conditioners	1,115,800	1,230,000	+ 6.22	1,199,375	- 2.49

*Figures compiled by Market Analysis Department, ELECTRICAL MERCHANDISING, from estimates submitted by leading appliance manufacturers
†1955 estimate vs. 1954 Actual

12

MORE REASONS WHY EMERSON IS YOUR GILT-EDGED FRANCHISE!

There's no better security in the market than an Emerson franchise. Season after season, Emerson brings you merchandise that makes news... models with dramatic innovations... exclusive Emerson features that make sales. Here are 12 more Emerson sales-makers. We've listed other of Emerson's powerful advantages below. They tell you why Emerson is today's fastest-growing TV and radio manufacturer...

- Industry's lowest prices!
- Long "extra-profit" discounts!
- Most complete lines!
- Powerful advertising support!
- Sensational new A-D-D Plan!



3. Two-speakers sell Hi!
New exclusive twin-speaker full fidelity radio at \$29.95! Model 812



4. World's most beautiful
clock radios! A really complete line as low as \$24.95! Model 826



5. Book-thin, 3 1/2 pound
full-powered portable! Model 801 only \$19.95!



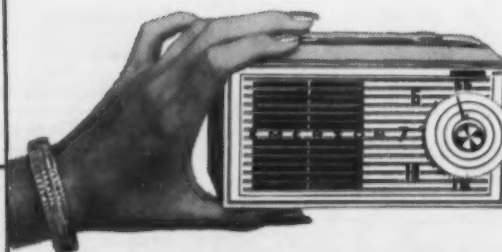
6. Industry's fastest-selling
3-way portable radio! Model 830 only \$29.95!



7. Portable, 3-speed two-speaker
Hi-Fi phono Model 819 at a sensational \$59.95!



8. Automatic 3-speed
three-speaker Hi-Fi phono Model 800 only \$129.95!



9. World's smallest personal portable!
Emerson "Pocket Radio"—a proven gift sensation! Model 747, with batteries, \$48.



1. **Now! 24-inch Screen!** A new mammoth-screen Emerson, full-powered with aluminized tube, priced for volume. Model 1122, **\$249.95.**

emerson

EXTRA! REVOLUTIONARY NEW EMERSON A·D·D PLAN (Additional Dealer Discounts)

The most rewarding discount plan in the television industry. Now, Mr. Dealer, when you 'trade-up' a TV customer, you pocket *all* the gravy! For the first time, you pay no more for 'extra-cost' finishes than you do for 'leader' finishes. Think of the added profit! Truly, Emerson is the line with the dealer in mind!



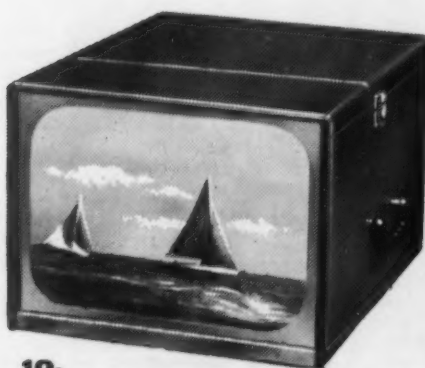
2. **Side-Controls!** New 21-inch Emerson table model at a new low price. Certain to be a best seller! Model 1104 only **\$149.95.**



*REG. U. S. PAT. OFF.
OVER 15,000,000 SATISFIED OWNERS PROVE EMERSON IS AMERICA'S BEST BUY!
EMERSON RADIO & PHOTOGRAPH CORP., NEW YORK, U.S.A.
TELEVISION • RADIOS • PHOTOGRAPHS • AIR-CONDITIONERS
PRICES SLIGHTLY HIGHER SOUTH & WEST.



12. **New Swivel Base Console!** "Turn-a-Vision" Rotates for viewing from any angle! Oversized 31" aluminized tube. Model 1114 only **\$189.95.**



10. **World's only truly portable TV!** The set you can take with you, everywhere! Terrific volume builder as personal gift on any occasion. Model 1030, \$150



11. **Most compact!** All-wood cabinet! Exclusive 17" Wide-Angle TV. Model 1000 at only **\$129.95.**



NAVY PIER: Home for 650 exhibitors and 10,000 buyers this month. . . .

Housewares Show Set

Two miles of displays by 650 exhibitors highlight the annual show at Chicago's Navy Pier, scheduled this year for January 13 to 20

January is market month in Chicago and one of the chief attractions for appliance dealers is the National Housewares show at Navy Pier. The displays begin on January 13 this year and will be open until January 20, with the exception of Sunday, January 16.

The show, which overlaps the Merchandise and Furniture markets, will play host to some 10,000 visiting buyers from all over the country, according to A. W. Buddenberg, executive secretary of the National Housewares Association.

Some 650 exhibitors will show approximately 50,000 items in the 350,000 square feet of space on the pier and in the adjoining drill hall. While the range of items displayed is wide, electric housewares are again expected to be the leading group.

Cutlery and kitchen gadgets form the next most popular group of items and other products range from open air barbecues to card tables. Plastics have carved out a place for themselves and wrought iron objects, missing since the 1920's, are back in vogue.

For the appliance dealer seeking to diversify, the Housewares show is one of the best markets in the world. Principals are present, not only to exhibit, but to sit down, talk prices, and do business. Forward-looking dealers can even buy up the displays for use after the show is over.

The Navy Pier, which is about 1 1/2 miles from the loop, can be easily reached by bus and taxicab. The building provides dining rooms and numerous coffee and sandwich counters. Checking facilities are available as well as a telephone answering and message service.

For the appliance dealer, the Housewares show can be very rewarding, especially if he follows the advice of one veteran show-goer to "wear old shoes and sit down frequently . . . it stretches out longer than a golf course."

Independent Exhibit, Too. The Independent Housewares Exhibit will be held January 13 to 20, at the Morrison Hotel, Chicago, occupying floors 2 to 6. Approximately 250 exhibitors are expected, of whom the following ten are in the electric field:

International Products Co., fans, Spring & Park Ave., St. Louis; Herold Products, clocks, 2110 W. Walnut St., Chicago; International Register Co., timers, 2620 W. Washington Blvd., Chicago; Air Controls, Inc., 2310 Superior Ave., Cleveland; Welby Corp., clocks, 209 S. State St., Chicago; Hunter Fan & Ventilating Co., fans, 400 S. Front St., Memphis; Lakewood Engineering & Mfg. Co., fans, 212 N. Carpenter St., Chicago; Chelsea Fan & Blower Co., 622 W. Monroe St., Chicago; Magic Hostess, can openers, 6618 E. 37th St., Kansas City, Mo.; Kissner Industries, Madison, Wis.

Jules Karel is show manager, Lester Olshansky, president, and Ray Passis, executive secretary. Independent Housewares Exhibits Inc., headquarters at 8 South Dearborn St., Chicago, 3.

* (ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the management of the National Housewares Association and has made every effort to include all names of interest to the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.)

List of Exhibitors—National Housewares Exhibit

Aluminum Cooking Utensil Co., Inc., The	715-717-719	Foley Mfg. Co.	721-723	Norris-Thermador Corp.	C-445
Aluminum Goods Mfg. Co.	156-158-160-162	Forman Family, Inc.	764	Northern Electric Co.	1000
American Electrical Appliance Corp.	1280	Fresh'nd-Aire Co., Div. of Cory Corp.	624-632-634	NuTone, Inc.	660-662-664
American Gas Machine Co., Div. Queens		Frigid, Inc.	1243	Oster Mfg. Co., John	944-946-948
Stove Works, Inc.	1234-1236	General Electric Co. Small Appliance Div.	720-722-724-726-728-730-732-734	Paragon Electric Co.	840-842
Appliance Corp. of America	1133	General Slicing Machine Co., Inc.	828-830	Peerless Electric, Inc.	557-559-561
Aristocrat Clock Co.	688	Gauder, Paeschke & Frey Co.	411-413-415	Peerless Mfg. Corp.	393-395
Arvin Industries, Inc.	473-475-477	Gilbert Co., A. C., The	484-488-490	Phoenix Table Mat Co.	374-376-378
Asquith Associates, Inc.	881	Gits Molding Corp.	549	Plastray Corp.	933-935
Atlas Tool & Mfg. Co.	C-517	Hamilton Beach Co., Div. Scovill Mfg. Co.	157-159-161	Proctor Electric Co.	690-692-694
Automatic Controls Corp.	C-1036	Hamilton Mfg. Corp.	367-369-371-373-375	Regal Ware, Inc.	212-214
Bobcock & Preuss	423-425	Hanson Scale Co.	189-191	Regina Corp., The	428-430-432
Berns Mfg. Corp.	496-498	Hankscraft Co.	756	Revere Copper & Brass, Inc., Rome Mfg. Co. Div.	640-642-644-646
Birmingham Stove & Range Co.	832	Hoover Co., The	164-168	Rival Mfg. Co.	150-152-154
Bissell Carpet Sweeper Co.	656-658	Ingraham Co., E., The	1033-1035	Robbins & Myers, Inc., Fan Div.	553-555
Black & Co.	309-311-313	Inland Mfg. Div., General Motors Corp.	1249	Robson Rochester Corp.	C-1032
Borg-Erickson Corp., The	245-247	International Appliance Corp.	777	Seal Sac, Inc.	181-183
Brarley Co., The	267-269	Jay Broiler Co., Div. Roto-Broil Corp. of America	1202-1204-1206	Sessions Clock Co., The	880-882
Burgess Vibrocrafters, Inc.	1008	Jet-O-Mat, Inc.	1162	Seth Thomas Clocks	C-525
Cal-Dak Co., The	C-1021-C-1025	Kalamazoo Vegetable Parchment Co.	686	Signal Electric Div., King Seeley Corp.	1105-1107
Camfield Mfg. Co.	437-439	Kamkap, Inc.	680	Silex Co., The	151-153-155
Capital Products Co., Inc.	961	Kisco Co., Inc.	384	Son-Chief Electric, Inc.	815-817
Casco Products Corp.	299-301-303-305-307	KitchenAid Electric Housewares Div., The		Spartan Faraday Inc., Cooper Hewitt	
Chelsea Fan & Blower Co., Inc.	1219	Hobart Mfg. Co.	193-195	Electric Div.	249
Chemex Corp.	1117-1119	Knapp-Monarch Co.	648-650-652-654	Starbrand Corp., The	1214
Chicago Electric Div. of the Silex Co.		Kord Mfg. Co., Inc.	936-938	Steam Electric Mfg. Co.	C-540
Clark Co., J. R., The	795-797-799	La Belle Silver Co., Inc.	407-409	Steam-O-Matic Corp., The	148
Club Aluminum Products Co.		Lakeside Mfg., Inc.	1123	Stern-Brown, Inc.	700-702
Comfort Lines, Inc.	981-983	Landers, Frary & Clark	207-209-211-213-215	Stetson China Co.	1241
Continental Scale Corp.	225-227	Laska Metal Products, Inc.	532-534	Sunbeam Corp.	C828-C829-C832-C833 C836-C837-C842-C843
Cory Corp.	624-632-634	Lau Blower Co., The	541-543	Superior Electric Products Corp.	273
Cooper Thermometer Co.	844	La John Mfg. Co.	C-1024	Supreme Products, Inc.	1269
Davis Mfg. Co.	865-867	Lanergan Mfg. Co.	1237-1239	Sutton Corp., O. A. The	722-774-776
Dazey Corp., The	203-205	Lux Clock Mfg. Co., Inc., The	535	Swing-A-Way Mfg. Co.	177-179
Detecto Scales, Inc.	814-816-818	McGraw Electric Co., Bersted Mfg. Div.		Taylor Instrument Co.	169-171
Diehl Mfg. Co.	1122		128-130	Teamakers, Inc.	1120
Dominion Electric Corp.	238-240-242	Manning-Bowman Co., McGraw Electric Co.	186-188-190-192-194	Telechron Dept., General Electric Co.	801-803
Dorby Co.	616	Markel Electric Products, Inc.	1205-1207-1209	Textile Mills Co.	256-258
Dormeyer Corp.	291-293-295-297	Marlun Mfg. Co., Inc.	837-839	Titan Mfg. Co., Inc.	C-452
DuPont de Nemours & Co., Inc., E. I.	C-465	Mastercrafters Clock Co.	C-972	Toastmaster Products Div., McGraw Electric Co.	186-188-190-192-194
Eastern Metal Products Co.	1042-1048	Merit Enterprises	1111	Toastswell Co., The	372
Elco Products Co.	103-105-107-108-109-110 111-112-113-114-115	Metal Ware Corp., The	468-470	Tricolator Co., Inc.	381
Electric Steam Radiator Corp.	C-312	Mayer & Sons, Inc., W. F.	825	Tropic-Aire Inc., McGraw Electric Co.	186-188-190-192-194
Emerson Electric Mfg. Co., The	950-952	Midwest Mower Corp.	829-831	United States Electric Mfg. Corp.	268
Enterprise Mfg. Co. of Pa., The	354-356	Mimar Products, Inc.	1164-1166	Victor Products Corp.	931
Eyeredy Co., The	860-862	National Presto Industries, Inc.	261-263-265	Vollrath Co., The	180-184
Farber, Inc., S. W.	729-731-733	Naxon Utilities Corp.	377-379	Welch Co., W. W.	C-973
Fasco Industries, Inc.	229-231	Nesco, Inc.	673-675-677-679	West Bend Aluminum Co.	665-669-671
Finders Mfg. Co.	360-362	Nicro Steel Products Co., Div. Cory Corp.	624-632-634	Westclox, Div. of General Time Corp.	C-512
				Westinghouse Electric Corp.	272-274-276-278-280-282

*A. O. Smith has played
an important part in the
progress of water heaters*



...and so has Du Pont DULUX[®] enamel!



America's leading home-appliance finish

... now in service on over 53 million major appliances!

ELECTRICAL MERCHANDISING—JANUARY, 1955

There's a great difference between early water heaters and the streamlined appliances on sale today! When A. O. Smith introduced its first glass-lined water heater, it was welcomed for its remarkable rust resistance, good looks and over-all contribution to modern living. And their current Permaglas model, with exclusive Heet-wall and exclusive-formula glass lining, gives the modern housewife far more convenience than ever before. The demand for this new A. O. Smith water heater proves once again that continued product improvement is vital in maintaining the acceptance of the buying public.

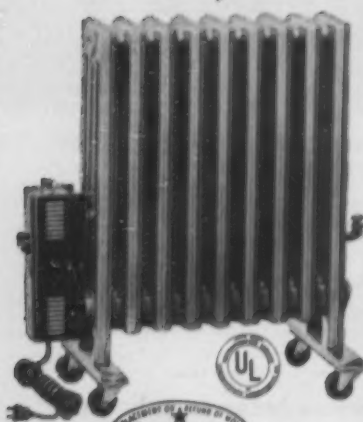
And so it is with America's leading home-appliance finish—Du Pont DULUX Enamel! Constant research over the years by Du Pont chemists has resulted in more rugged resistance to chipping, cracking, scratching or staining... easier washability... longer-lasting whiteness than ever before. That's why the DULUX of today meets the most exacting requirements of today's topflight appliance manufacturers. E. I. du Pont de Nemours & Co. (Inc.), Finishes Division, Wilmington 98, Delaware.



"DULUX" ENAMEL

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

why not
offer your customers
the finest **ELECTRIC
STEAM PORTABLE**
on the market!



BURNHAM
portable
STEAM RADIATOR
ELECTRICALLY HEATED

Sell them QUALITY THAT
WILL GIVE SERVICE FOR YEARS—
QUALITY THAT'S EXCLUSIVE.

Sell them SAFETY THAT'S
AS GOOD AS OR BETTER
THAN ANYTHING MADE.

Sell them QUALITY HEATING
AND CONTROL UNITS—THE
BEST THE MARKET AFFORDS.

Sell them A RADIATOR
GUARANTEED BY
GOOD HOUSEKEEPING.

When you get behind the
Burnham Portable Steam Radiator
you can offer exclusive
features that can't be bought
elsewhere such as:

DUAL THERMOSTATIC CONTROLS — Heat regulation that's
positive and saves current.

CAST-IRON CONSTRUCTION — Lifetime performance; will
outlast stamped steel by many years.

LEAST POSSIBLE SERVICING — Just add tap water (not dis-
tilled water) once or twice a year.

MAXIMUM SAFETY — Automatic controls keep steam pres-
sure within safe range at all times.

MINIMUM ELECTRIC CURRENT USED

Only Burnham provides these sterling features! Plus all the
usual features found in good portables! All good selling points!

**SEVERAL LUCRATIVE
TERRITORIES OPEN FOR
WIDE AWAKE DISTRIBUTORS
AND RETAILERS. WRITE
TODAY FOR FULL DETAILS.**

*Nationally Advertised
to help you Sell!*

MAIL COUPON TODAY

BURNHAM CORP., Box 351, Zanesville, Ohio

Please send me details on your Dealer Proposition or your Distributor
Proposition

NAME _____

ADDRESS _____

CITY _____

STATE _____

Tough Policy Illegal?

**Philco's new distributor franchise system draws
fire from the Justice Department; civil anti-trust suit
is filed by Government**

Philco Corp. is charged with using
illegal restrictions on wholesale and
retail dealers in a civil anti-trust suit
filed by the Justice Department.

The government alleges that the
new Philco franchise, initiated at the
company's August distributor conven-
tion, violates the Sherman Anti-Trust
Act and the Clayton Act.

According to the Justice Depart-
ment complaint, Philco has been sell-
ing its products to wholesale distribu-
tors under an agreement that the dis-
tributors confine their resale of these
products to retail dealers located with-
in specific sales territories set up by
Philco. The alleged practice violates
the Sherman Act, it is charged.

The Justice Department also con-
tends that retail dealers are in turn
required by Philco not to sell the
firm's product to other retail dealers.
Another charge stated that Philco
sells its complete line of products to
wholesalers on the condition that
wholesalers will not deal in products
made by Philco competitors. The de-
partment says this violates the Clay-
ton Act.

Philco Reply. James H. Carmine,
Philco president, branded the suit "a
new and dangerous challenge to those
manufacturers who are endeavoring to
preserve the system of independent
distributors."

"In a sweeping attack upon an
established distribution system which
has been widely used for years by
manufacturers of brand-name products
to protect the public, the government
is attempting to impose an entirely
new concept of anti-trust regulation
and business control," Carmine said.

"The government suit against
Philco is a radical departure from pre-
vious legal precedence," the Philco
executive said. "It will force manu-
facturers to establish their own dis-
tributing subsidiaries and it might well
result in the end of many small busi-
nesses which are now serving the pub-
lic as independent wholesale distribu-
tors."

"Philco does not think it violates
the anti-trust laws when it seeks to
have its product handled by dealers
who have been trained in Philco's
standards of honest representation and
full service to the customer."

"We have every confidence that we
shall be able to convince the court of
the reasonableness of our constructive
philosophy of distribution," Carmine
concluded.

Commenting on the Philco reply, a
Justice Department official said, "If
the system described in our complaint
against Philco is widely used, as the
company says it is, then there's a lot
of grist for our mill."

Battling Back

**A survey of 29 stores in 12 cities by Standard
Factors Corporation reveals "New Department Store
Strategy in Fighting the Discount House"**

Price cutting is a fruitless way of
fighting discounters, according to a
new survey of department stores, but
some retailers get results by emphasizing
"easy credit terms."

This was revealed in a recent survey
of 29 department stores in New York,
Boston, Chicago, Philadelphia, Wash-
ington, Baltimore, Atlanta, St. Louis,
Omaha, Los Angeles, San Francisco
and Portland, Ore. The study was
made by Standard Factors Corp.,
financing firm.

According to Theodore H. Silbert,
president of Standard Factors, depart-
ment stores generally have not been
satisfied with attempts to meet dis-
counters by cutting prices. The sur-
vey reports:

"A California department store cut
prices on a leading appliance thereby
hacking severely into the discount
house trade. Other retailers in the
city, caught in the war, stopped han-
dling that appliance line. The manu-

facturer lost out on total volume, and
the department store could not afford
to hold its margin so low for any
long period of time. So the discounter
won out in the end. A Detroit store
reported the same experience. Simi-
larly in Atlanta."

Easy Credit. Six widely separated
department stores in the survey did
report good results with one method
of battling discounters, however.
"Their success," says the report, "lies
in emphasizing 'easy credit terms.'"

According to the survey, the com-
bined dollar volume of these six stores
in 1954 ran from 12 to 22 percent
above 1953.

The six stores used some form of
bulk financing, whereby a store's
charge and instalment accounts are
used as collateral for immediate cash
advances from a finance company or
bank. Annual losses on the instalment
paper of these six department stores
were reported as under one percent.

One Satisfied Customer tells another....



BRANCH OFFICES:
DETROIT 2, MICHIGAN; OAKLAND 12, CALIFORNIA;
OAK PARK, ILLINOIS

When women get together, appliances are bound to get into the conversation before long. Then one of a manufacturer's best salesmen—the satisfied customer—can really do a job for him. When the talk is about *Packard*-powered appliances, the job is done with extra enthusiasm—from sheer satisfaction.

For over 38 years Packard Electric motors have been giving dependable, low-cost service to users. The appliance maker who standardizes on Packard fractional horsepower motors benefits from the satisfaction they give, from enhanced reputation and from increased sales.



Packard
REG. U.S. PAT. OFF.
TRADE MARK

Packard Electric Division,
General Motors,
Warren, Ohio



The trend is to

FASTER . . .

MORE RESPONSIVE

ELECTRIC RANGE UNITS

You're closer to a sale when you have everything the prospect wants—and more. Chromalox Microtubes, the new trend in electric range unit design, put you, Mr. Dealer, right where you've wanted to be. Because . . .

Microtubes heat up and cool off fast. Their flat-top, slim tubes put more heat into the utensil in lightning speed—no bulky element to heat up first. And Microtubes give up their heat just as quickly. So now you have it—quick response at every switch change. And Microtubes are today's fastest, most efficient units, with more contact surface for wonderfully uniform cooking results.

You're going to hear a lot about this new trend. And it's going to put you far ahead with more electric range sales and profits. Why not ask for Microtubes as standard equipment on your favorite line?



it's easier to sell

Microtube® equipped

ELECTRIC RANGES

CHROMALOX EDWIN L. WIEGAND COMPANY
7525 Thomas Blvd. Pittsburgh 8, Pa.

G-E: Listless Prices

General Electric eliminates factory-set retail prices on its major appliances in a surprise move that sets the industry buzzing

A revolutionary action by General Electric set marketing experts buzzing last month, but so far G-E's move to eliminate factory-set list prices hasn't caused any revolutionary results in the market place.

Economists are eagerly studying the surprise shift in G-E policy to find out what it means in long range terms to the economy—whether it signals a change in the traditional distribution system. But the average retailer seems to have accepted the news calmly and doesn't expect much change in the current pattern as a result of G-E's action.

Under the new G-E policy, the factory will not set retail prices on its major appliances. The new plan applies to 1955 models of all dishwashers, garbage disposers, electric ranges, water heaters, washing machines, dryers, and room air conditioners. Three refrigerators are included in the change, but it does not apply to five refrigerators and two freezers.

However, there will still be list prices. According to Charles K. Rieger, vice president in charge of the major appliance division, G-E distributors "will be charged with the responsibility of establishing recommended retail prices to meet the highly competitive and volatile conditions existing within the individual markets."

Real Switch. The surprise move represents quite a change of pace for General Electric. The company's small appliance division has been a leading

user of Fair Trade pricing, with an aggressive policing policy to back up the factory-established prices. And the small appliance division plans to continue its forceful Fair Trading activity.

While the company has never Fair Traded major appliances nationally, it actually once tried to Fair Trade the big appliances in one metropolitan area.

In explaining some of the factors leading to the relaxed pricing on major appliances, Roy W. Johnson, G-E executive vice president, pointed to the difficulty of policing trade-in allowances, the differences in installation costs, and the disparity between list prices and actual selling prices in many areas.

Industry Reaction. Other major appliance manufacturers said they were studying the G-E change, but so far no one has made a move to follow suit. One manufacturer, in fact, loosed a blast at the new policy.

Henry F. Argento, vice president and general manager of Raytheon, said elimination of factory-suggested list prices would be a "step backward" in merchandising and would open the door to "all types of abuses."

Most observers, however, seemed to feel the new system will have little effect at the retail level. Some said it should be helpful in areas badly riddled with discount activities, but others observed that discounters can still sell "off-list" whether its a factory-set list or a distributor-set list.

Taking the Pulse

The new business census will examine the economy's health every five years; merchants are urged to answer promptly, accurately

In early 1955, the U. S. Census Bureau will snap a picture of the American economy. The figures revealed in this study will be of tremendous importance to all echelons of the business community. Therefore government and industry leaders are urging merchants to cooperate in the report.

Appliance dealers will receive census form G3 and they are encouraged to answer promptly, completely, and accurately. The Chamber of Commerce points out that promptness saves money since delays means the census bureau must follow up the original forms with expensive telegrams, phone calls and visits from field representatives.

The census of business, which includes appliance dealers, will cover approximately 3,000,000 retail, whole-

sale and service operations. Questions include inquiries about location, kind of business, corporate relations, employment and payrolls, operating expenses, inventories, total annual sales and credit sales. The report covers the year 1954 and the merchants are asked to reply within 30 days after they receive their forms.

In a law passed in 1954, the census of business, the census of manufacturers, and the census of mineral industries have been synchronized and will be taken every five years from now on. The last census of business was taken in 1948 and is now seven years old.

The facts compiled by the census bureau are widely used by all segments of business and the bureau distributed over 500,000 of the last census of business reports for counties.



Presenting the new '55 **LUX** Date-Minder...

America's best-selling Calendar Clock

An electrifying success from the moment it was introduced, the Lux Date-Minder was America's first electric Calendar Clock created to retail at only \$9.95. Handsomer than ever, with far greater visibility, this new 1955 version of the already-famous Calendar Clock has a flat gold center

with black numerals and minute calibrations on a white background; black calendar portion with gold windows. Color-keyed for every room in the house — and for offices, too — Date-Minder's lustrous polystyrene case comes in metallic bronze, antique yellow, flame red, ebony and ice

white. Tells Day, Date and Time *automatically*. Size 6 $\frac{1}{2}$ " x 7 $\frac{1}{4}$ ". Packed 12 to a case. Retail — \$9.95 plus Federal Tax.



THE LUX CLOCK MANUFACTURING COMPANY • WATERBURY 20, CONNECTICUT



NEW PRODUCT, a "lo-boy" console that can be installed free-standing or recessed in wall, is shown distributors by regional manager Ed Becker.

Advice—and Help

That's what Fedders offers distributors as the firm introduces new models and merchandising plans; distributors urged to improve their dealer organization

Fedders-Quigan distributors who gathered at White Sulphur Springs in late November got not only a preview of the firm's 1955 products and merchandising plans but some straight from the shoulder advice from factory executives.

The distributors were warned that an extensive market survey shows that Fedders has "too many wide open spaces" in its dealer coverage. In individual meetings with regional sales managers each distributor was shown just how his sales performance compared with the rest of the distributing organization during 1954 and his use or non-use of merchandising and promotional aids was emphasized.

Through it all Fedders officials emphasized that their criticism was being offered in a constructive vein. In addition, distributors were given a variety of new tools with which to attack the market in 1955. Included were:

- a variety of new models including several with provisions for flush mountings and a radically new "slim lo-boy" console

- a general reduction of prices with cuts averaging \$50 on many of the most popular models

- a prediction that the 1955 season will be better than most people expect it to be

- a new merchandising program built around local-level promotions

—announcement that this year's popular fall vacation for winning dealers will be repeated in 1955, with the destination being Jamaica instead of Nassau.

The Outlook. Salvatore Giordano, Fedders president, told the distributors that "consumer demand for our product in 1955 will vastly exceed original expectations." He repeated his belief that the industry would enter 1955 with lower inventories than it did a year ago and emphasized that the outlook for 1955 and succeeding years



HERE'S HOW was theme of convention and Fedders personnel including sales manager Cassatt, above, donned Indian dress for their pitches.



SPEECH-MAKING over, sales manager Robert Cassatt, president Salvatore Giordano and vice-president A. J. De Fino leave the theater of the Greenbrier at White Sulphur Springs where firm's distributor convention was held late in November.



REAL BUSINESS of Fedders convention was transacted in individual sessions with distributors. Here district manager James Tinder, left, and regional manager Glen Stock, talk over year ahead with G. E. Didcot, center, of Moore-Handley Hardware, Birmingham.

was, as he put it, "highly promising."

The Product. The new console unit, two casement units, and the flush mount models drew applause from the distributors. The compact "lo-boy" occupies no more room than a window-installed unit and may be installed either as a free-standing unit or recessed in the wall.

Fedders also placed considerable emphasis on its new year-round units with provisions for reverse cycle heating. The reverse cycle principle is supplemented this year by strip heating to enable operation "regardless of outside temperature".

The full line includes a series of standard units, a deluxe line, a "custom line", the two casement models and the console. (See New Products section for details).

The Promotion. The company will shift consumer advertising emphasis to magazines this year (instead of TV as in 1954). Merchandising is tied into a single package which includes dealer listing ads, national advertising, local radio-TV spots, a dealer trip, a series of three mailings, in-store banners and posters, a demonstration center and other types of promotional literature. Distributors were urged to find dealers who would accept the entire merchandising "package".

Tracy Kitchen Plan

In a bid for a share of the \$4,500,000,000 kitchen market in 1955, Tracy has announced a new sales training program highlighted by a sales guide and four color films.

Art Johns, sales training manager for Tracy, said regional managers have already begun training distributors' representatives and dealer salesmen. The new guide explains the fundamentals of the kitchen business and introduces the 1955 Tracy line.

Youngstown Kitchen

Youngstown Kitchen dealers are now distributing a new 12-page booklet to assist consumers in choosing coordinated kitchen equipment.

Reproductions of fabrics, enamels, floor and wall coverings from the new lines offered by Congoleum-Nairn, Indian Head Mills, Kem-Glo, and United Wallpaper together with Youngstown products help buyers select over-all kitchen plans.

The booklet covers basic planning facts, plugs Do-It-Yourself items, and explains the eight financing methods available through most dealers.

EXTRA BIG! TURKEY SIZE ROTO-BROIL '400'



THE
NEW

Capri

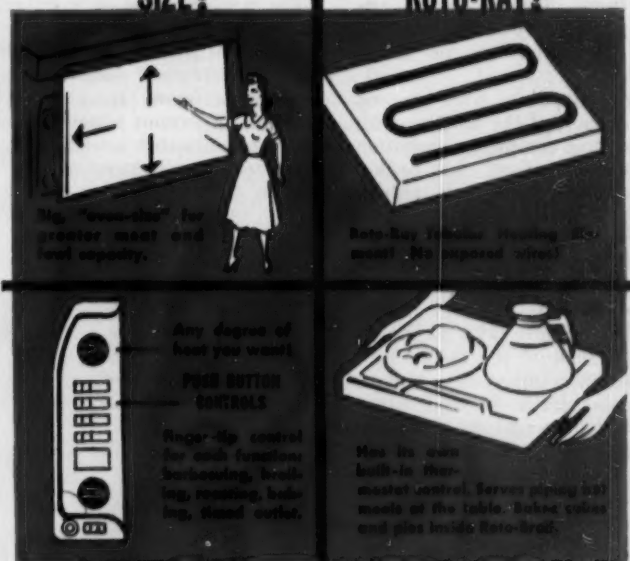
America's most
advanced infra-red
automatic

ROTISSERIE

Infinite heat control for any number of heating variations...
Roto-Ray Tubular Heating Element... fingertip, push-button
control... fan cooled motor... The BAK-A-TRAY has its own
built-in thermostatic control and plugs into the
Roto-Broil automatically without electric cord.

SIZE!

ROTO-RAY!



INFINITE HEAT

BAK-A-TRAY & SERVER

Yes, the big new Roto-Broil "400" Capri is truly an industry "first". No other rotisserie has such a large interior cooking area, yet is so compact for storage. No other rotisserie has all these advanced features: Roto-Ray Tubular Heating Element... fan cooled motor for longer life... separate push-buttons for barbecuing, broiling, roasting, baking! What's more, the infinite heat switch supplies the exact degree of heat required by any recipe. And here's something else that's special—the fabulous BAK-A-TRAY plugs right into the Capri itself without cords or wires! And yet, with all these up-to-date features, the big, new Capri is so easy to clean—for there are no wire racks to catch fat or grease.

SEE THE **ROTO-BROIL "400" LINE**
NATIONAL HOUSEWARES SHOW
DRILL HALL • NAVY PIER • CHICAGO
JAN. 13 thru 20 BOOTH 1202-4-6

ROTO-BROIL CORPORATION of AMERICA
32-14 Northern Boulevard
Long Island City 1, New York

ELECTRICAL MERCHANDISING—JANUARY, 1955

ROTO-BROIL CORP. of AMERICA
32-14 Northern Blvd., L. I. C., N. Y.

THE "CAPRI" LOOKS GREAT TO ME!

Ship me _____ CAPRI Rotisserie thru my jobber.

Name _____

Address _____

City _____ State _____



AMANA EXECUTIVE vice president George C. Foerstner, center, visits with two retailers who addressed annual conference, Harry A. Price, Jr., left, and V. Virgil Martin executive vice president of Carson, Pirie, Scott & Co., Chicago.



DEALERS AND distributors discuss the conference as H. D. Albright, center, of Twin States Distributing Co., Charlotte, N. C., chats with Frank Trevena, left, and T. W. Justice, right, of McClung Appliances, Knoxville.

Planned Follow-Through

Amana Refrigeration gathers 300 distributors for a three-day sales conference, plans year, pushes for department store outlets

Last month, Amana Refrigeration, Inc., gathered some 300 of its distributor personnel for a rousing three-day conference in Cedar Rapids and Amana, Iowa. Theme of the get-together, "Planned Follow-Through," reflected the tenor of the entire meeting.

Two major points were stressed throughout most of the busy sessions: better and more complete distribution and increasing efforts to further freezer-food plans, particularly through major department stores.

Executive vice president George C. Foerstner, said that Amana reached its 1954 sales goal of 20 percent of the freezer business by mid-year and, since then, "we have been getting an even bigger share of the freezer market." Foerstner put great emphasis on developing dealers in small towns and his thoughts were further detailed by market research director, Wayne Harger, who said that Amana does not have coverage in areas of the country whose combined population of 55 million is equal to about one third of the total population.

"Add one active dealer to each of the counties where Amana isn't represented now," said he, "and distributors' volumes will be increased by some 35 percent."

Food Plans. Amana now has 34 important department stores in the country selling Amana freezer-food plans and it hopes to build this list during 1955. The company openly admits that one of the principal reasons it is so interested in department stores stems from the shoddy freezer-food plan operators of some years back who did so much to discredit the whole

industry. The prestige and community standing of department stores will do much, Amana thinks, to help remove the stigma of the "suede shoe boys."

The five essentials of a successful freezer-food plan were listed by vice president Walter Wendler: ethics, food (its quality and price), financing, diversified accounts, product.

A detailed account of how a freezer-food plan can be integrated in a department store's operation was outlined by C. Virgil Martin, vice presi-

dent and general manager of Chicago's Carson, Pirie, Scott & Co. Martin said that it presents "problems" and that the idea has to be sold to management but that the plan is working successfully at Carson's.

Models and Prices. Amana's 1955 line includes Stor-Mor upright freezers in 12, 15, 19 and 25 cubic foot sizes. Only the 25 cubic foot model is a new size. The company also continues its 8 and 14 cubic foot chest freezers.

Two of the upright freezers, the 15 and 19 cubic foot boxes, were given suggested retail prices \$19.50 and \$24.50, respectively, higher than last year. The price rise made no increase in distributor's costs, and came about because of added sales features.

The single line room air conditioners introduced last year in three sizes has been expanded, too. The Year 'Round models have condensers about

one third larger than last year's models and evaporators that are up to 60 percent larger.

The DeLux line is completely new and is lower priced for the volume market. Both lines come in four sizes: one-half, three-quarter, one and 1½ horsepower.

Advertising Plans. Apparently well-satisfied with its entry into television this fall via the NCAA football games, Amana will sponsor the Big Ten basketball games with two other sponsors this winter.

Advertising manager, Merlin E. Morris, also told the conference that the highlight of the 1955 promotion program will feature a give-away of a producing oil well or \$25,000 cash in a gigantic sweepstakes. He said that Amana will step up its direct mail campaign and will give strong support to distributors through a heavy trade paper advertising schedule as well as consumer ads in national magazines.

Another innovation was the formation of a six-man distributor advisory committee to consult periodically with Amana management on marketing problems. First meeting of the new committee will be held in Chicago during the January markets.

Distributor members of the committee are: Lou Johnson, Lou Johnson Co., Inc., Portland, Ore.; V. N. Burgess, Porter-Burgess Co., Dallas; Perry Winokur, Main-Line Distributors, Inc., Chicago; Harvey Farber, Amana Products Corp., New York; Don Davis, Major Appliance, Inc., Miami, and Trevor Pierce, Pierce-Phelps, Inc., Philadelphia.

New Dishwasher

Frigidaire is adding an automatic dishwasher and a food waste disposer to its line of kitchen and laundry appliances, according to Mason Roberts, General Motors vice president and Frigidaire general manager.

The two new products will be introduced to the public in January with Frigidaire's 1955 refrigerators, food freezers, and electric ranges.



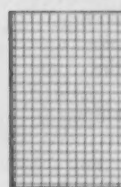
PROVIDING A MUSICAL interlude at a party for Amana guests is Milton Terstegge, president of Stratton & Terstegge, Louisville, Kentucky.



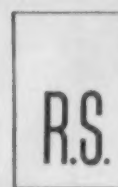
The first new...all-new "Custom" door at standard prices

An outstanding example of the "Kawneer Touch" . . . the new all-welded aluminum door can be "customized" to your needs. Now you can specify a door that is 10% stronger than similar doors, provides a clean, seamless, eye-appealing appearance, and features interchangeable hardware . . . yet the cost compares with other standard doors. Here is the only stock door that can be styled to any type of store. Learn all about it now. See your Kawneer dealer or write Kawneer, Niles, Michigan.

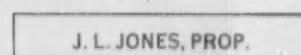
Now! —identification hardware "individually designed"



Style "M": Cosmopolitan hardware for double-acting doors.



Style "B": Coronet "Pull Handle" ideal for symbol.



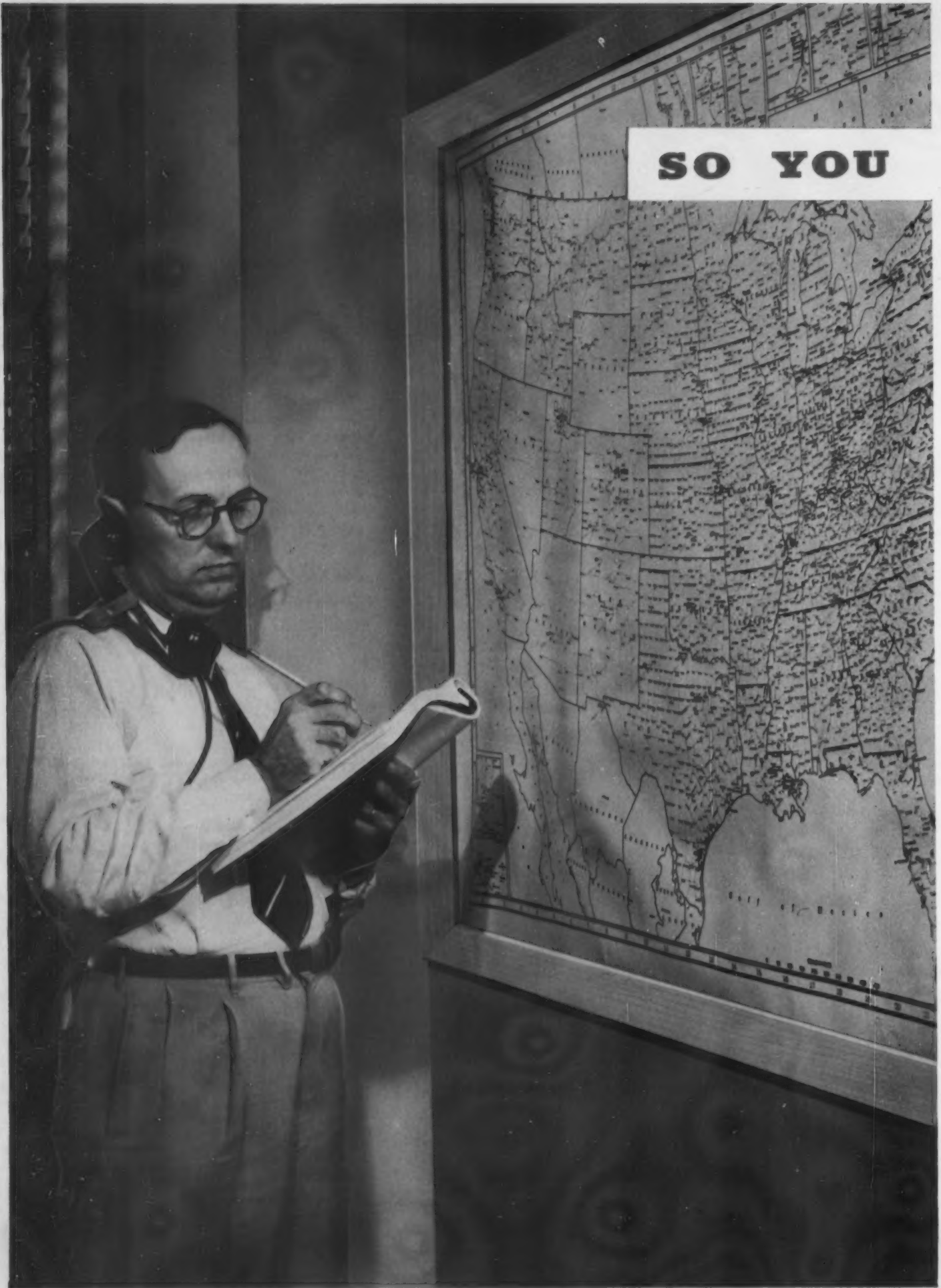
Style "B": Coronet "Push Bar" provides length for full name.

Kawneer offers a choice of four different styles of hardware. The two styles shown have interchangeable face plates. If you wish a face plate to identify any type of business or name, all you do is have artwork prepared. Kawneer will laminate it in plastic, etch it on aluminum, or produce it on any material you desire and in any color. The cross-hatch plate is then merely replaced right on the job with the new design.

Completely welded construction for greater strength—lower cost

- 10% stronger than most doors
- New "deep-weld" penetrates metal 100%
- Hairline joints and unblemished finish for attractive appearance
- No exposed, unsightly screws
- Seamless tubular frame construction
- Long lasting beautiful aluminite finish





SO YOU

HAVE A PROBLEM

in getting distribution

... here's help from the trade publication that can really give it.

Maybe you need a distributor in Des Moines. Maybe you want to set up an entire distribution system from scratch. Maybe you need authentic industry sales figures to establish territorial quotas for next year. Or perhaps you need more sales-minded dealers to *push* rather than *handle* your product.

Where can you turn for help with such distribution problems except to ELECTRICAL MERCHANDISING?

In the appliance-radio-TV field, nobody has data equal to ELECTRICAL MERCHANDISING's Statistical Issue. Nobody has anything like its directory of leading, legitimate distributors ... with complete, updated names, addresses and telephone numbers. No other publication is read by so many top distributors and dealers who *buy* it because it helps them *sell*.

Your advertising agency ... your own advertising manager ... can verify these facts.

And, in the merchandising of major appliances, electric housewares and radio-TV sets, there is just one business publication with all of these sources you can turn to ...

1. An editor and field staff who are in personal touch with daily operations in the industry ... who know more about the retail successes that are occurring every day than anybody else. You may *need* this know-how some day.

2. A research department that is respected the length and breadth of the industry. It provides trend information and correlations of figures that no one else even attempts. The phone rings constantly in this office ... people seeking information from a *reliable* source.

3. A working panel of 366 carefully selected dealers located from coast to coast. When you want realistic marketing advice here are experienced retailers familiar with local sales problems who give such information just to this one trade publication in the field.

4. More than 39,000 screened and selected subscribers. Not everybody is permitted to buy ELECTRICAL MERCHANDISING. If you know your trade, you'll recognize these subscribers as an audience of *leaders*.

Build yourself into the leading promotional publication which can help you solve your distribution problems. Reach the policy-making distributor executives whom you need for successful dealer relationships ... you'll be reaching the nation's key retailers at the same time in the pages of ELECTRICAL MERCHANDISING. Concentrate your trade advertising campaign here ... it is certainly an outstanding medium to contact the men most important in your distribution plan.

ELECTRICAL MERCHANDISING comes first when it comes to getting good distribution.



A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N.Y.

alone

will

cover the market **alone**



SPECIAL OFFER of three items for the price of one spearheads the entry of Republic Steel's Operation Task Force into an area. Bayard A. Yerkes, left, Republic district representative, shows the items to distributor salesmen.

Someone's In The Kitchen

It's Republic Steel's factory-trained "Task Force" which, after tripling business in Cleveland, is now helping distributors across the nation

Operation Task Force has proved itself to the satisfaction of Republic Steel Kitchens and the factory-trained team is now available to Republic distributors throughout the country.

The program was introduced and tested in Cleveland, according to C. K. Reynolds, Jr., Republic Steel Kitchen sales manager. "It's success there," he said, "assured us that, wherever it appears, Operation Task

Force will accelerate dealer, builder and consumer acceptance of Republic Steel Kitchens."

The task force, composed of factory-employed kitchen specialists, work with and for distributor sales crews. Intensive local advertising, promotion and dealer training programs round out the operation.

When the task force landed in Cleveland, the number of steel kitchen



TRAINING SESSIONS are a key item in the operation's schedule. Dean D. Voskull, right, head of the task force team, explains some of the principles of kitchen planning to a dealer during the team's visit to Philadelphia.

dealers tripled, according to Dale Wilson, kitchen sales manager for Northern Ohio Appliance Corp. And sales volume rose accordingly.

The "66-Mix." The Cleveland drive was kicked off with double-page advertisements in key newspapers throughout the surrounding 19-county area. The ads, with dealer listings, featured a special offer—the "66-Mix," a \$169 66-inch sink, a \$51 mixer lift shelf and a \$38.50 Hamilton Beach electric mixer, all for the price of the sink alone.

Plans for a series of similar ads, a dealer contest and low-cost dealer sales kits helped corral additional dealers for the drive.

"Our sales volume began to climb almost immediately," Wilson said. "We had no difficulty convincing dealers that we had a program designed for action, which would benefit all who participated."

Wilson set quotas for the dealers and all who met the quotas received an all-expense-trip to New York. Thirty three dealers, including many of the newly-signed dealers, met the quotas and made the trip.

Wilson was enthused about the "66-Mix" special which he said resulted in many sales of complete kitchens to persons who originally expressed interest only in a new sink.

Philadelphia Story. When the task force moved to Philadelphia, the offer was repeated. However, Leon F. Raider, kitchen sales manager for Stuart F. Louchheim Co., Philadelphia distributor, preferred the 54-inch to the 66-inch sink in his area and the special offer was called the "Space-Saver Special."

Raider felt the dealer training program was one of the most beneficial aspects of the operation. "A factory-trained crew, working at regularly scheduled training meetings, can make kitchen specialists of all dealers in relatively short order," he said.

The task force's next stop is Charlotte, North Carolina, where it will work with the Allison-Erwin Co. After that, the Marshall-Wells Co. of Duluth, distributors in Minnesota, Mon-

tana, Washington, and Oregon, will receive task force help.

Sales Manager Reynolds says, "We feel certain that Operation Task Force will aid greatly in making Republic Steel Kitchens a byword in every community where it appears. It brings factory methods and factory training right to the dealer's doorstep."

Write Your Ticket

Some 500 to 600 Crosley dealers and retail salesmen have "written their own tickets" to sales conventions in Bermuda, Mexico, the French Riviera, and the Mediterranean.

The "Write Your Own Ticket" sales contest will reward dealers and salesmen for the prompt introduction, effective merchandising and aggressive selling of the 1955 Sheldor refrigerators, electric ranges and upright freezers.

Contest Winners



FIRST PRIZE in Thor's "Name The Washer" contest goes to Ted Jesse, right, of Jesse Appliance Co., Santa Ana, Calif. Presenting the \$500 prize are Hal Clapper, left, and Don Beck of Thor's Los Angeles factory branch. Jesse suggested the name "Holiday" for Thor's new washer line. Second and third prize winners were Arthur Hyman, Washington, D. C., and Edward J. McGrath, Louisville.

Paris Bound



APPLIANCE DEALERS bought more than 12,000 Mitchell room air conditioners in the first 15 days of the "Early Bird" promotion which offers a nine-day junket to Paris as an incentive. Lee Taylor, left, salesman for Graybar Electric Co., Peoria, Ill., and Roy and Russell Knudtson, owners of an Ottawa, Ill., appliance store, were the first winners in the plan.



STEEL
Youngstown Kitchens

VALUE PARADE

BEGINNING JANUARY 7, 1955

ALL NEW!

VALUE NO. 1

54" CABINET SINK

(Catalog No. S-54-S4)

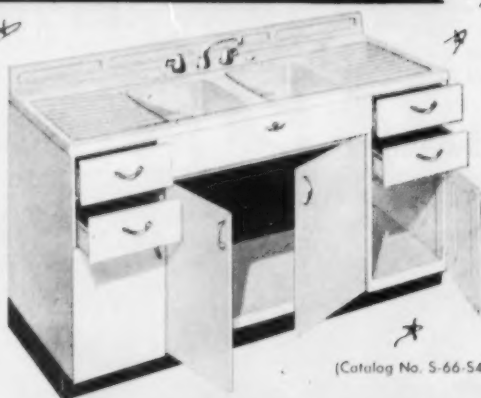
**4 BIG
DRAWERS
NEW CHROME
FAUCET**

Suggested retail price, only

\$119⁹⁵*

Complete with
faucet and strainer

VALUE NO. 2



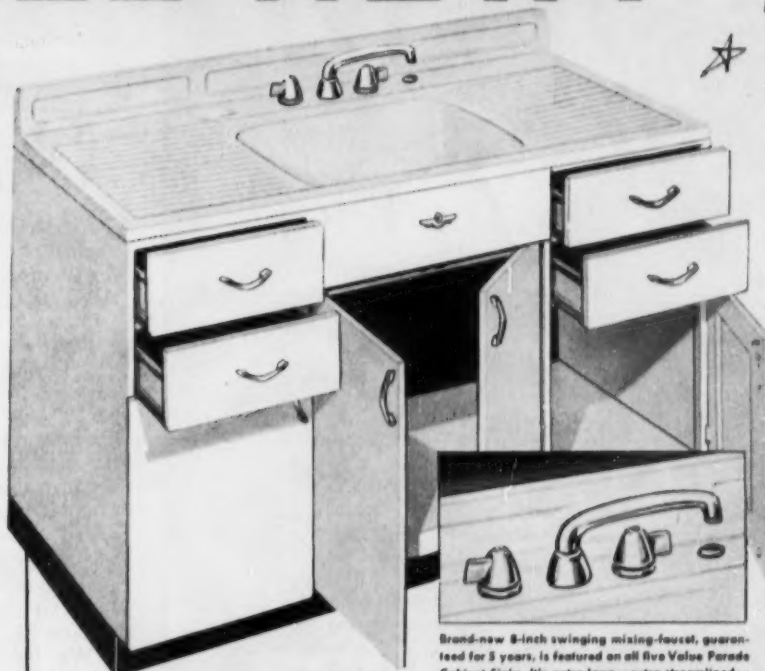
(Catalog No. S-66-S4)

**66" CABINET SINK
4 BIG DRAWERS
NEW CHROME FAUCET**

Suggested retail price, only

\$149⁹⁵*

Complete with
faucet and strainers



Youngstown Kitchens Food Waste Disposer easily installed...sell it with any of these specials.

Brand-new 8-inch swinging mixing faucet, guaranteed for 5 years, is featured on all five Value Parade Cabinet Sinks. It's extra-long—extra-streamlined—with easy-to-clean chrome-plated handles.



VALUE NO. 3

42" CABINET SINK

(Catalog No. S-42-SR2, or S-42-SL2)

Drainboard right or left

Suggested retail price, only

\$89⁹⁵*

With faucet and strainer



VALUE NO. 4

66" CABINET SINK

(Catalog No. S-66-S)

Suggested retail price, only

\$134⁹⁵*

With faucet and strainers



VALUE NO. 5

54" CABINET SINK

(Catalog No. S-54-S)

Suggested retail price, only

\$99⁹⁵*

With faucet and strainer

Keep YOUR Value Parade promotion working...use the package!

8-page, 4-color broadsides • Giant window poster • Eye-catching mobile
Die-cut sink tags • Special newspaper ad mats

Contact your distributor for further details, now!

Visit the new Youngstown Kitchens Display, Chicago Merchandise Mart, Room 1119



STEEL
Youngstown Kitchens

Sold in the United States, Canada and most parts of the world

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

*Slightly higher in West and South

wham!

these promotional power tool kits are packed with sales **dynamite**...



backed by **1/4 billion**

advertising impressions in LIFE, Saturday Evening Post, This Week, Parade, Living for Young Homemakers, Popular Mechanics, Mechanix Illustrated, House & Garden, House Beautiful, etc.,

If you sell electrical appliances, CASH IN with Thor SpeedTools

—the only "electrical appliance" aimed at

millions and millions of men!

spring is do-it-yourself time
cash in with **Thor SpeedTools** —
your profitable new traffic appliances —
call, wire, or write



SpeedWay manufacturing co.

a division of THOR Power Tool Company
1890 S. 52nd Avenue • Cicero 50, Illinois

Sooth Sayre Says . . .

"The prescription is on the bottle," according to the "father of the automatic washer" as he reports on his first year with Norge

In a now-it-can-be-told interview, Judson S. Sayre, father of the automatic washer, recently related how he came out of retirement in Florida, and spent his first year as head of the Norge Division of the Borg-Warner Corp.

As proof of what a change in strategy could accomplish, he pointed out that sales in the six month period from May 1 to November 1, 1954, doubled that of the comparable 1953 period. Gains of 205 percent were announced on automatic washers, 200 percent on clothes dryers, 20 percent on gas ranges, an average 102 percent on all appliances. Sales will hit \$75 million in 1954, Sayre said.

How was it accomplished? Sayre volunteered detail as follows:

Personnel and products are everything in the appliance business, in his opinion. Norge salesmen began traveling in teams. Some field men called on distributors while others specialized on key accounts.

Distributors: There was a 33 percent change in distributors. Judd Sayre was amazed to find some towns of 100,000 without a Norge dealer. Tie-ups were frequently made with distributors of electronic products, particularly those of Motorola and Zenith. It was insisted that distributor men represent Norge exclusively, and each cover no more than 25 to 30 dealers. To help the distributor men work, Norge sent out special teams to accompany them.

Branches: Sayre said he didn't believe in branches. Distributors can do Fair Trading if they wish.

Dealers: About 1,000 new dealers a month have been added. Judd Sayre said that he was disturbed about the dealer's profit problem. According to NEMA data, there has been a falling off of 16 percent in dealer margin, and

this is borne out by NARDA figures. As yet he has not come up with the answer to this difficulty, though it may lie in service and proper disposal of trade-ins.

Products: A new product, a plug-in clothes dryer at \$149.95 sold for \$20 to \$40 under competition, opened up the Southern and Southwest markets. Laundry equipment will be the spearhead of white goods business for the next 25 years, said Judd Sayre. Eighty-five percent of all refrigerators sold involve a trade-in today.

No air conditioning, food waste disposers, or sinks are going to be in the Norge line. Color complicates the white goods business, but Norge may eventually go into a few basic colors. Norge has bought out Thor's built-in range business, and it is coming along fast.

Promotions: Jack Pettersen came up with the idea of a Christmas promotion wrapped around toys, because white goods are dead pigeons around the holidays. From a purchase of 5,000 toys, it grew until 25,000 were distributed.

Advertising: While Norge believes in setting a quota and living up to it, on advertising it tried not to peg it to sales, but regards it as an investment toward future sales. Advertising budget for 1955 will be \$4 million and over. A great percentage of the money will be earmarked for dealers and distributors on the retail level. The sum is four times that spent in 1953.

Clincher: "The prescription is on the bottle," says Sayre. "If you do what we tell you, you're going to make a profit." Basic clincher in the Norge drive is the statement that "Judd Sayre made money for the trade while he was with Kelvinator, repeated with Bendix, and give him a chance and he will do it for you again."

One-Shot Swamps



A SINGLE one-minute request for letters from listeners on Steve Allen's "Tonight" television show drew over 137,834 letters and cards. Adman Ted Grunewald, star Steve Allen, Broil-Quik president Max Steinbook, and adman Dick Scanlon look at the responses in amazement.



SEE THE
NEW...1955
CHELSEA
WINDOW FANS

4 Models...
...6 Sizes



STYLED AND PRICED FOR FAST SALES!

Completely re-styled for '55 . . . Beautiful, modern in design and finished to grace any home . . . Every operating feature that buyers insist on . . . A complete line, priced to fit any budget—at a profit to you!

DELUXE ELECTRICALLY REVERSIBLES				
CAT. NO.	ADJ. WIDTH	HEIGHT	DEPTH	PRICE
WDR16	22 1/4"-33"	21 1/4"	9"	\$46.50
WDR20	26 1/4"-36"	25 1/4"	9 1/4"	\$56.50

12 INCH, TWO SPEED EXHAUST FAN				
CAT. NO.	ADJ. WIDTH	HEIGHT	DEPTH	PRICE
WM12	22 1/4"-29"	16 1/4"	8 1/4"	\$37.95

HIGH-CAPACITY WINDOW FANS				
CAT. NO.	ADJ. WIDTH	HEIGHT	DEPTH	PRICE
WMR24	29"-36"	29"	12"	\$79.95
WMR30	35 1/4"-42 1/4"	35 1/4"	12"	\$99.95

20" ROLL-A-BOUT PEDESTAL TYPE FAN			
ADJUSTABLE HEIGHT			
CAT. NO.	(From Top to Fan Guard)	SHIP. WT.	PRICE
PTR20	47" to 70"	37 1/2 lbs.	\$49.95

COMPLETE PROMOTION PACKAGE!

Displays, streamers, stands, full-color literature and mailing pieces, mats—everything you need for a hard-hitting sales job!

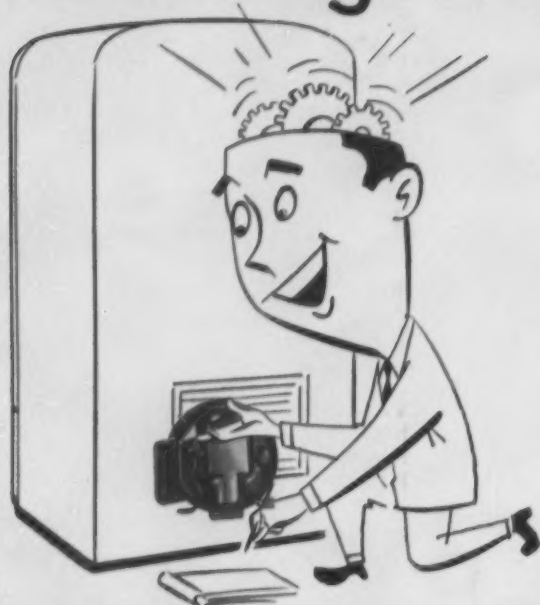


CHELSEA FAN & BLOWER CO., INC.
PLAINFIELD, NEW JERSEY
MANUFACTURERS OF HOME COOLING AND INDUSTRIAL VENTILATING EQUIPMENT

Mr. Dealer...

IS YOUR PROSPECT

Mechanically Minded?



... then give him all the FACTS about the famous

Tecumseh
HERMETICS

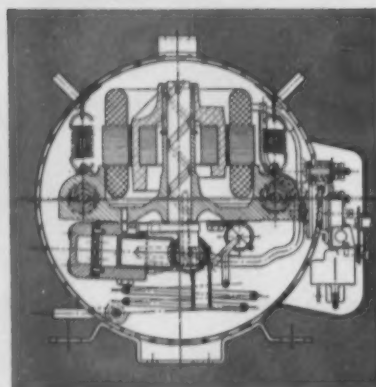
● Most people want to know all the facts about the household refrigerator they buy. That is why we at Tecumseh Products feel that it is important for you to know all the outstanding features about Tecumseh Hermetics because it makes your selling job easier.

● It will pay you as a dealer to tell your customer about these Tecumseh facts:

● **LOW INITIAL COST** is passed on in lower price refrigeration equipment or more "extras" at the same price.

● **QUIET OPERATION** assures customer satisfaction and builds up good will for you.

● **COMPACT DESIGN** allows more space for food storage, or smaller overall dimensions. Result... more refrigeration for the money.



● **LOW OPERATING COST** due to efficient design balancing compressor exactly to the installation. This factor also minimizes the necessity for service calls under warranty, saving money for both the customer and yourself.

For complete information about the Tecumseh Hermetics, write Dept. D-1 today.

REMEMBER THERE ARE OVER 14 MILLION TECUMSEH UNITS IN USE TODAY!



TECUMSEH PRODUCTS

TECUMSEH, MICH.

Company

EXPORT DEPT., 2111 Woodward Ave., Detroit, Mich.



COOL ENOUGH to handle, yet steaming hot enough to eat—that's the way food comes out of the new Radarange demonstrated by Raytheon. The glass dish, like the oven walls, absorb no microwaves and remain cool while the food cooks thoroughly.

Electronic Cooking

Raytheon demonstrates a Radarange, suitable for restaurant use, and announces Tappan will produce a consumer model in 1955

The Radarange, which can boil water in a cool cup, was demonstrated in New York last month by the Raytheon Manufacturing Co. While the Raytheon model is for commercial use, Tappan will market a domestic model late this year.

A Tappan official said the home range would have both the electronic cooking unit and a conventional unit and will sell for "more than twice present prices" for electric ranges.

The chief advantage of electronic cooking is speed, according to Raytheon officials. An 18-pound roast, which normally takes up to six hours to cook, can be done in 40 minutes. In an electronic oven, steaks take one minute, pies take seven, and a chicken, which normally would take

two hours, is done in nine minutes.

Up to this time, however, electronic cooking has had one big disadvantage—it doesn't turn the food brown even when it's thoroughly done. The problem has been solved with the use of a "browning ingredient," according to Raytheon officials.

The ingredient is painted on the outside of the food item and causes extra electrons to concentrate and brown the crust.

Tappan officials said the domestic electronic range would need no special installation and servicing can be done by any television repair man. Cooking with electronic rays will be cheaper than conventional cooking, officials said, because of the shorter time the unit is on.

Brass Views Silver



DORMEYER'S Silver-Chef grinder and mixer gains a smiling appraisal from company executives at the semi-annual district sales manager meeting. James J. McLaughlin, left, advertising manager, adjusts the unit as Marvin E. Allesee, center, vice president of sales, and James E. Archambault, president, watch.

Fan Forecast

Fan business will maintain present levels and probably even improve on them, despite the steady growth of air conditioners.

That's the opinion of D. T. Meskill, fan sales manager for General Electric who says that 1954 fan volume will be up about a third over the 1953 volume of \$145 million.

Continued growth in acceptance for window fans and some trend back to circulators is noted by Meskill, whose 1955 line contains only eight models (three window units, one floor circulator and four desk and bracket models). He said that the increased use of room air conditioners tended to help the floor circulator market since these fans could be used to increase the cooling effects of the air conditioner or could be used by themselves when it was not quite cool enough to use the air conditioner.

New in G-E's fan line this year is an all-purpose fan called a "year-round" window ventilator. It snaps into weather-resistant clear plastic panels and can thus be used as either an intake or exhaust fan. The fan's grid guard makes it possible to use it as a table, floor or wall fan. It will be Fair Traded at \$34.95.

G-E Skillet

General Electric is introducing a new automatic skillet which features 76 square inches of cooking surface and the sealed-in G-E Calrod heating element.

A chart on the handle lists the correct cooking temperatures for the most frequently prepared foods. A selector dial regulates settings from 160 to 400 degrees and an indicator light signals when the desired temperature is reached.

J. F. Stark, G-E electric housewares sales manager, said national distribution should be achieved sometime in January. Fair Trade price is \$19.95 plus \$3 for the optional 12-inch aluminum lid.

General Electric is also introducing an automatic grill and waffle baker some time in January. The new model, which can be used as an open grill for grilling and frying or as a closed grill for toasting sandwiches and baking waffles will be Fair Traded at \$22.95.

New Vornado

Three new units have been added in the 1955 line of Vornado air conditioners, introduced recently by A. O. Sutton Corp., Wichita, Kansas.

The entire line has been reengineered and redesigned. The pushbuttons have been removed from the front of the units and are now concealed under an easily accessible door on the top. Pushbuttons and thermostatic control will be standard equipment on all deluxe models.

A new 2 hp. self contained window unit is the pace setter for the line. The company has also added a ½ hp. unit and a ¾ hp. reverse cycle unit to the line which now includes nine different models.

Profits for you...NOW!

Handyhot
QUALITY APPLIANCES
SILEX

Quality, utility, price - and not competitive with anything on your shelves. That's why Handyhot - Silex appliances sell wherever shown. Profits for you the year 'round - with year 'round sellers!

the appliance that millions of women want and now can afford

Blendette

Versatile, practical kitchen tool! Blends, beats, mixes, purees and whips. A perfect gift - priced right for fast turnover! Packed with brilliant self-display carton. AC. UL. Cat. No. 2001.

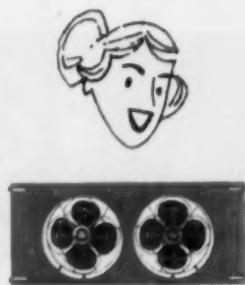
\$14.95 List

delicious ice cream made in your refrigerator

Freeze-O-Tray

Ice cream the modern way, electrically - and automatic! No stirring, no beating - shuts off when mixture is soft-frozen. Fits into any modern refrigerator. Ideal for frozen desserts. AC. UL. Cat. No. FT-1.

\$18.95 List



HANDBREEZE FANS

A full line of quality fans at modest prices! Window and table models from 8" to 20" size. AC. UL. Prices from \$6.95 to \$69.95 List.



ELECTRIC COFFEEMAKER

Deluxe features at low cost! 8-cup "Aiken" model with semi-automatic stove. Gift packaged. AC. UL. Cat. No. EAT-8B \$13.95 list.



ICE CREAM FREEZER

Real old-fashioned ice cream! Electricity does the work. Makes from 1 to 4 qts. in minutes. Cat. No. 2204. AC. UL. \$26.95 list.



PORTABLE ELECTRIC WASHER

Over a Million sold! Big washer performance. Automatic timer. Handles all baby's needs. Self Display. AC. UL. No. 2602 \$39.95 list.



See these and many more Handyhot-Silex appliances at the Chicago Housewares Show - Booths 145-155.

also: The Silex Co., Hartford 2, Conn.; The Silex Co. Ltd., St. John's, Quebec.



Handyhot

CHICAGO ELECTRIC DIVISION

of the **SILEX** company

Chicago 38, Illinois





TELEVISION DISPLAY demonstrates how RCA's "magic monitor" eliminates TV interference. While no products are sold in the hall, 450 to 550 pieces of merchandise are on display and visitors are urged to "see their RCA dealer."

RCA'S EXHIBITION HALL tells the story of electronic products to some 6000 visitors a day. The displays promote all RCA products but plug especially hard the electronic merchandise that the visitor can buy for his home.

Seven Cents A Head

Every morning, millions of Americans "visit" a room located at 40 West 49th Street in New York City. The room is the scene of Dave Garroway's "Today" television program.

This 1200 square foot area, which is familiar to television viewers from coast to coast, is approximately half of the 3000 square foot RCA Exhibition Hall, an institution which turns casual visitors into appliance-buying prospects.

Since it opened in May, 1947, the Exhibition Hall has played host to more than 10,000,000 persons. These visitors look at the displays of new appliances, ask questions of the college-trained guides, pick up literature about the products (some 8,000,000 pieces of literature a year are distributed), and often obtain the name of their nearest dealer. According to RCA, dealers in every part of the country have reported sales as a direct result of visitors to the Exhibition Hall.

Tie-in To Sales. "Extensive effort is made to tie-in the interest of visitors to ultimate sales of electronic products for the home," according to RCA. However, no attempt is ever made to close a deal and no orders are taken for merchandise in the hall. The visitors are advised to see their local RCA Victor dealers for purchases.

The guests receive a thorough indoctrination and, according to Harry P. O'Brien, manager of the hall, "when they leave the RCA Exhibition Hall they are definite prospects if they weren't when they came in."

O'Brien heads a staff of 26 persons.

The staff men who work on the floor answering the public's questions are all college graduates. RCA uses the operation as a training ground for "executive-type personnel" and many ex-staffers have moved on to important assignments in sales and advertising. Two of the staff assistants are trained engineers who are available to answer technical questions and maintain the merchandise and equipment which is on display.

Two Million A Year. The staff, in 1954, guided approximately 2,000,000 persons through the hall. Five million persons visited the showplace during the first four and one half years it was open. And since then the pace has accelerated. Last October, the 10,000,000th visitor passed through the hall's revolving door. In that month, average daily attendance was estimated to be 6,261.

The 10,000,000th visitor, a doctor and his family from Morehead City, North Carolina, was welcomed by RCA President Frank Folsom and presented with a television set, tickets to Broadway shows, and other gifts to mark the occasion.

Counting Cost. To maintain an operation the size of the hall is a big job. Between 450 and 550 pieces of RCA merchandise are on display at all times. The exhibits are changed often and the hall's five giant display windows on well-trafficked 49th Street have to be changed every five weeks. But in spite of all the labor and expense involved, RCA calculates that it handles visitors for approximately seven cents each.

That's all it costs the RCA Exhibition Hall to process its visitors—visitors that turn into prospects for appliance dealers across the nation



TEN MILLIONTH VISITOR Dr. Samuel Hatcher and family see themselves on the television set RCA President Frank Folsom, left, gave to the lucky guests. In 1954, approximately 2,000,000 "prospects" visited the New York showplace.

A Record Year Ahead

That's the forecast for the appliance industry by a Westinghouse executive as he reviews 1954 sales and estimates 1955 production

"So far as we have been able to determine, 1955 should be a record year not only for Westinghouse but for the entire appliance industry." That was the comment of John H. Ashbaugh, vice president, Westinghouse electric appliance division, as he reviewed 1954 and cast a forward glance at the new year.

"We fully expect 1955 to be a very good year for the entire appliance industry," Ashbaugh said. "As far as Westinghouse appliances are concerned, we are estimating at the present time an increase in the Division's total sales volume by approximately 10 percent."

Summing up 1954, Ashbaugh said sales of Westinghouse refrigerators, dryers and food waste disposers reached all-time highs during the first ten months of the year.

"While this has been a highly competitive year and one in which the electric appliance industry as a whole has not fared as well as it did in 1953," Ashbaugh said, "sales of several appli-

ances in 1954 have reached an all-time high, and sales of most of the other appliances made by Westinghouse have approximately equalled sales of 1953. He added that this was true not only at the factory shipment level but at the distributor level as well.

Ashbaugh said "Notably outstanding are the sales of electric refrigerators." While the total industry registered a slight decline, Westinghouse reported a refrigerator sales increase of approximately six percent. Among the factors making this possible was the increased production capacity provided by Westinghouse's new \$45-million plant at Columbus, Ohio, he said.

Electric fans broke all company sales records, the vice president reported, and 1954 fan sales were 40 percent ahead of 1953. He said vacuum cleaners, electric housewares and electric bed coverings also revealed a "decided upward trend in late 1954," and room air conditioner sales, for the first year the company was back in the field, were "good to excellent."

A Week of Shopping

Once they've decided to buy, average customers spend less than a week in actual shopping, according to a new survey by the Chicago Tribune

A survey of 1,985 households covering the purchase histories of 4,667 items of furniture and major appliances has just been completed by the Chicago Tribune. Of the families, 83 percent bought furniture items, 57 percent bought appliances, and 40 percent bought both. After completing their plans, 65 percent shopped for a week or less.

With appliances, 23 percent settled on what they were going to buy in a week or less of planning. Twenty percent planned from one week to one month, 26 percent from one month to six months, and 16 percent from six months to one year.

After completion of their plans, 63 percent made their purchase in less than a week of shopping.

Both husband and wife shopped for 52 percent of the appliance purchases. Thirty-two percent of the appliance purchases were made in the evening.

More than half of the housewives in all age groups favored time payments with the percentages ranging from 80 percent among those 15 to 19 years old to 52 percent among those 60 or older.

Other features of the Tribune survey report includes a breakdown of the average number of furniture transactions and the average number of appliance transactions per buying household; an analysis of purchases according to the age of the housewife; purchasing households summarized by the occupation of the male head of the household, by tenure in dwelling unit, and by race and nativity of the housewife; and time payment preferences according to the occupation of the male head of the household.

Official Time



CAPTAIN George Shealy, pilot for Delta-C & S Airlines, checks his new Seth Thomas watch. The Seth Thomas watches and clocks were recently made the official timepieces for the airlines, according to Harold E. Blackburn, general sales manager of Seth Thomas.

Compare Before You Buy...

SPACE
SAVING

ACME

COMPLETE
KITCHEN



For the
first time at no
extra cost!
**LIFETIME
STAINLESS
STEEL TOP**

FITS IN LESS THAN 2x2½ FEET

ACME 3 in 1 KITCHEN MODEL RES 4AF. Refrigerator—Range and Large Sink Combination • 5 Cubic Foot Refrigerator • Large Freezer • Double Inner Door Shelf • Drip Tray • 2 Burner Electric Range • 110 or 220 Volts • Lifetime Stainless Steel Top with Large Sink and Aerator Faucet • Specifications: Height 36"—Width 30"—Depth 23½"—Storage Space Full 5 Cu. Ft.—Shelf Area Approx. 8½ sq. ft.

RE 5F REFRIGERATOR AND ELECTRIC RANGE. Refrigerator and electric range combination. 5.6 cubic foot refrigerator. Large freezer—inner door shelf—drip tray —2 burner monotube electric elements. Available 110 or 220 volts. Specifications: Height 36"—Width 27"—Depth 25½"—Storage Space Full 5.6 Cu. Ft.—Shelf Area approx. 10 sq. ft.

RG 5F REFRIGERATOR AND GAS RANGE. Refrigerator and gas range combination. 5.6 cubic foot refrigerator. Large freezer —inner door shelf—drip tray. 4 full size burners which can be removed easily for quick cleaning. Use with natural, manufactured or L.P. gas. Specifications: Height 36"—Width 27"—Depth 25½"—Storage Space Full 5.6 Cu. Ft.—Shelf Area Approx. 10 sq. ft.—Automatic Pilot Light.

ACME SPA SAVER MODEL SD 51F. Full length door with refrigerator clear down to the floor. Holds as much food as larger refrigerators, and will easily accommodate the needs of most families. Its table-top height gives the kitchen 5 square feet of additional working area. Large freezer—inner door shelf. Small charge for formica top. Specifications: Height 34½"—Width 24"—Depth 23½"—Storage Space Full 5 Cu. Ft.—Shelf Area Approx. 11 sq. ft.

ACME Space-Master

"THREE-IN-ONE" PACKAGED KITCHEN

ACME-NATIONAL REFRIGERATION CO., INC., 29-24 40th Ave., Long Island City 1, N.Y.

AT THE SHOW-ROOM 17-90 17th FLOOR AMERICAN MERCHANDISE MART

ASSOCIATIONS



IAM PRESIDENT Donald Hart, executive vice president of Temco, Inc., introduces speaker Parker H. Erickson, right, executive vice president, Crosley and Bendix divisions, Avco Mfg. Corp., during the two-day meeting in Cincinnati.

Big Volume, Little Profit

The Institute of Appliance Manufacturers takes a sober look at overproduction and resulting profit cuts; but 1955 can be a good year

Appliance manufacturers are showing a greater volume, but are operating at lower profit. Production facilities have increased, but the industry distribution and sales ability have not kept pace. Rising costs have eliminated profit and thus discouraged capital investment.

This is the situation in which the appliance industry finds itself today, according to a critical self appraisal by the manufacturers themselves. They told each other these hard, cold facts at the year-end meeting of the Institute of Appliance Manufacturers on December 6 and 7 at Cincinnati's Netherland Plaza Hotel.

Asking for a more realistic look at production and sales estimates, Parker H. Erickson, executive vice president of Crosley and Bendix divisions of Avco Mfg. Corp., stated that manufacturing facilities have exceeded sales capacities (refrigerator industry sells 3 million; can produce 9 million) and that there is no foreseeable increase for industry sales until 1960.

Erickson brought home his point in the key address to the assembled manufacturers and suppliers with a direct comparison, using a sample company making refrigerators. Supposing, he theorized, this firm forecasts an industry potential for one year of 3.4 million units and figures its share of the market at six percent. If the actual industry figure is 3 million and the company's share really five percent, this "slight" error would mean the company will produce more than one third what it should.

"Overproduction is a matter of bad judgment," said Erickson, pointing out that the results were just the same whether it is an honest mistake or a deliberate one.

Old Models. To show the high percentage of 1954 refrigerator sales which are 1953 models or earlier, Erickson illustrated his talk with results from a panel survey of 1,000 representative dealers. "One place we can go and get the truth," he said, "is the dealer."

Asked "How do you feel about selling discontinued models," 45 percent of the smaller dealers said they wanted them, 41 percent said they did not and 14 percent were undecided. The medium dealers voted 48 percent for discontinued models, 42 percent against and 10 percent undecided. The large dealers added up to 67 percent wanting them, 28 percent not wanting them and 5 percent

undecided on the question.

An overall average of 51 percent said they wanted to sell old or discontinued models, mainly because of lower resistance, easier selling and good traffic for step-up selling. The large department stores and furniture stores listed their traditional belief in promotional price selling. Erickson felt promotional models have their place, "but to right degree, right extent and not be overplayed."

The panel was asked what percentage of 1954 unit sales were old models, and small dealers stated 32 percent, medium dealers 32 percent and large dealers 58 percent. The overall picture shows that 49 percent of the refrigerators sold in 1954 were discontinued models.

Preference For 1955. When the panel was asked "What percent of your 1955 refrigerator sales would you like to be discontinued models?" small dealers stated 10 percent, medium dealers 13 percent and large dealers 34 percent. The average wanted 29 percent of next year's sales to be old models, 71 percent new refrigerators.

"This is interesting," said Erickson, "because apparently large stores are taking almost twice as many old models as they would like. And today many appliance stores are screaming about refrigerator profits, asking where they have gone." This situation, the Avco executive feels, can only lead to bigger discounts and less profits for all.

Erickson pointed out that this merchandising of "last year's models" at low prices will not support the kind of research and tooling program that is needed today. He said that it is a \$1 million job for "face lifting" alone; a \$3 million job for complete retooling for a new model.

Asking what is the real cause of this overproduction, Erickson suggested that management is too remote from the scene, too aloof from the sales managers. What we need, feels Erickson, is fast, accurate, painstaking market reporting and the "guts and intestinal fortitude" to admit and correct errors of judgment.

For Better Profit. The top management conference session, called "Producing and selling for better

profit", delved deeper into the problems of profit and the control of costs. The Institute pointed out that in two years the net profits have dropped from 6.3 to 1.66 percent of sales.

Fred Gardner, management consultant, asked for a closer look at new materials, a more realistic evaluation of production controls and a wary examination of automation. Automation, he said, creates entirely new problems and can unbalance whole systems if your thinking is not ready for it.

A. B. Ritzenthaler, vice president of Tappan Stove Co., stated that cost of goods in the appliance manufacturing field has gone up ten percent. To sell at a profit, he stated, costs must be reduced or prices must go up. Ritzenthaler said that there is no place for loss leaders in the appliance field, adding that "dealer training is one of the weakest points." A thorough sales training job, both for retailers and manufacturers, "must be done", he said.

1955 Can Be Good. But despite the talk of slim profits and rising costs, the general tone for the coming year was good. James M. Dawson, economist and vice president of Cleveland's National City Bank, felt that business in 1955 may favorably compare with 1953. Dawson, recently elected to board of directors of the Ferro Corp., traced the current recession and recovery, showing the stable signs in the current and coming year.

Dave Chapman, industrial designer, spoke to the IAM members on design, asking for a long look ahead. Stressing the importance of color in appliances, Chapman could see no escape from this question. "The housewife is interested in it and she will have it," he said.

Ira J. Rapson, Michigan Consolidated Gas Co., spoke to a luncheon meeting of the IAM members, asking for more "creative selling, not bigger discounts." Too many sales staffs are spread too thin, Rapson said, pointing out that many salesmen today "only talk to the bosses." "Twenty percent are selling the product; eighty percent are telling the salesman how to sell," he said.

Rapson felt the manufacturers were concerned about built-ins and color in appliances. "You fellows sold the women on color," he said, "Color is here. The only thing we can do is sell it." The utility executive added that colors on trim or accessories only postpones the real problem and that the industry will have to face up to color realistically.

Disposer Boy

A new booklet on food waste disposers entitled "The Disposer Boy" is being distributed by the Household Sink Units Section of NEMA. More than 140,000 copies have already been mailed to appliance dealers and other interested parties.

Copies are available for distribution at a price of \$5 per 100 from the Household Sinks Units Section, National Electrical Manufacturing Association, 155 East 44th Street, New York 17.



CHARTS AND FIGURES give members a picture of the year at the recent meeting of the Institute of Appliance Manufacturers. Here, IAM Director Sam Duncel shows that industry net profits have dropped from 6.3 percent to 1.66 percent of sales in two years.

Farm Electrification

Retailers in small urban and rural communities need more attention from the industry, the ninth annual NFEC is told

Speaking before the ninth annual National Farm Electrification Conference, J. P. Keenan, Jr., chairman of the NARDA dealer development committee, said "Discount structures are rarely set so that they allow enough for independent retailers to do the right sort of selling job for the farm customer."

Urging more attention for the small town dealer, Keenan said finding strong incentives for this dealer is the big challenge to the electric industry. He said farm selling can be accomplished if, one, adequate wiring is achieved and, two, if the appliances are brought to the farm and demonstrated.

"When he delivers the washer he just sold, the dealer should demonstrate a dryer at the same time and show how easily it can be covered in the payments. The new water heater should be accompanied by a dishwasher now that portable hook-up gear is available. Every service truck

should carry at least one appliance that the card on the prospect shows the farmer doesn't own, and every serviceman would be a salesman," he said.

The conference, held in Schenectady, N. Y., at the General Electric laboratories, brought together 26 groups interested in raising farm living standards through electricity.

Association Briefs

• F. B. Hout, Barnes Manufacturing Co., Mansfield, Ohio, has been named to succeed C. D. Leiter as chairman of the markets committee of the National Association of Domestic and Farm Pump Manufacturers.

• An informal poll of set manufacturers at the recent RETMA meeting in Chicago turned up the "guesstimate" of 6.9 million sales of TV receivers for 1955. The member predicted sales of 10.7 million radios and split the TV sales into 6.6 million for black and white and 300,000 for color.

• Robert E. Franzen has been appointed executive secretary of the Independent Reliable Merchants Association, Inc., a group of 60 appliance dealers in the Chicago area. Franzen, who was formerly with Bendix and Nash-Kelvinator, will coordinate the buying and advertising for the group.

• Twenty-three set manufacturers are donating 51 TV and radio receivers as prizes in the eighth annual Voice of Democracy contest, according to Ellis L. Redden, chairman of the RETMA public relations and advertising committee.

• Victor J. Hemmen has been elected president of the Wichita Appliance Dealers Association.

• Twenty-six electrical appliance dealers in the Rochester, N. Y., metropolitan area have formed the Appliance Dealers' Association of Rochester, Inc. Sidney K. Schoenwald, an attorney, has been elected president of the group.

Utility Contest

The deadlines for entering the annual Edison Electric Institute Award Contest for top results in various sales promotions by utilities have been set for February 1 and 15.

The competition, which emphasizes the importance of dealer cooperation in promotions, will award 25 prizes in 11 classes. Information about the contest is available from the Edison Electric Institute, 420 Lexington Ave., New York 17.

SCHEDULED MEETINGS

THE WINTER MARKETS

Merchandising and Furniture Marts
Chicago, Ill.
January 3-14

AMERICAN HOME LAUNDRY MFRS. ASSN.

Annual Meeting
Morrison Hotel, Chicago
January 6

NATIONAL APPLIANCE-RADIO-TV DEALERS ASSN.

Annual convention
Conrad Hilton Hotel, Chicago
January 9-11

NATIONAL RETAIL INDUSTRY SHOW

Madison Square Garden, New York
January 7-11

HOUSEWARES SHOW

Navy Pier, Chicago
January 13-20

NATIONAL ASSN. OF HOME BUILDERS

11th convention and exposition
Chicago
January 16-20

LOS ANGELES WINTER MARKET

Los Angeles Furniture Mart
January 17-21

SAN FRANCISCO WINTER MARKET

Western Merchandise Mart, San Francisco
January 24-28

NATIONAL ADEQUATE WIRING BUREAU

11th annual conference
LaSalle Hotel, Chicago
February 24-25

PURE WARM AIR, CORRECTLY CIRCULATED,
THE HEATER
THAT'S EASIEST ON THE METER
IS THE ONE TO sell!

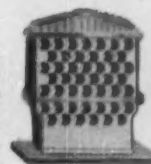


• 20 to 50% less cost in fuel bills results from heating with the COROAIRE CONSOLE. Ideal for 3 1/2 to 7 room homes, apartments, stores... all kinds of business places. Completely automatic—safe, simple and effective. No larger than a console radio and as easy to install as a kitchen range, the COROAIRE CONSOLE blends perfectly with home or store decoration.

AT CORRECT TEMPERATURE.

THERE'S A REASON...

the COROAIRE CONSOLE is a heating marvel because of its exclusive, patented features—the COROAIRE VENTURI TUBE HEAT EXCHANGER—traps heat 5 times longer, has 5 times greater heating surface—faster air flow with minimum resistance.



THE COROAIRE HEATER CORPORATION

Manufactured exclusively by the Republic Steel Corp.
Dept. EM1, 1422 Euclid Avenue • Cleveland 15, Ohio

Color's Big Year?

Color TV marches forward as RCA begins distribution of 21-inch sets and Hazeltine introduces a projection system, but high prices still plague popularity

In 1954, color TV grew out of the test tube into a big-screen 21-inch picture tube. As a new year dawns, the question is how fast can color television get out of the lab and into the American home.

Right now, indications are that high prices won't be reduced for many months—possibly years—and the price tag is apparently the thing that is keeping color out of the hands of the public.

Last month, two developments confirmed the trend towards continued high prices. First, RCA began distribution of its 21-inch color sets under a price tag of \$895, having previously announced the price would be somewhere between \$800 and \$900. Indicating that the price isn't likely to drop soon, RCA added "we do not foresee large mass production of color receivers in 1955."

A second development of interest was the introduction, by Hazeltine laboratories, of a color projection system which produced "excellent" color according to viewers. The showing didn't stir great excitement—possibly because new developments in color are getting too common or possibly because of the quick demise of projection TV in the black and white field. But if direct-view tubes continue in their present price strata, some manufacturers probably will be willing to give projection a try.

The price on the Hazeltine tube was set at \$250. While direct-view tubes are now selling for \$175, Hazeltine officials said extra components for the standard tubes bring the cost to \$225, and this not a "realistic cost" with profit included. Hazeltine said

the \$250 price on the projection system includes a profit.

The Hazeltine firm was demonstrating for its patent licensees and, of course, does not plan production of a projection set itself.

Meanwhile, other spokesmen in the television field seemed to agree that 1955 will not see big-scale color saturation. Ben Abrams, president of Emerson, told a group of investment representatives recently that color will not be "an important factor" in 1955 and "not until 1956 will color TV play a vital role in our industry."

Color is moving forward, however, and according to Charles M. Odorizzi, executive vice president of RCA, will "near the billion dollar mark" by 1957 while black and white sales will drop to \$400 million by that year.

European Report

There are television antennas atop the ancient palaces in Venice.

It's an unexpected sight to the tourist's eye but it's one that is becoming more and more familiar as TV spreads throughout Europe. That's the opinion of Du Mont's Ernest Marx who recently returned from a fact-finding survey of European TV.

Italy and Germany today lead the rest of continental Europe in television progress, Marx says.

In Italy a chain of TV stations is now in operation from near the Swiss border south to Rome and this will be extended soon to Naples and Sicily. At a recent TV Fair in Milan 55 set makers showed merchandise.

In Germany there are 28 TV stations in operation and over 30 manufacturers are making sets.

But in Switzerland and Belgium progress has been slow and during the past summer both countries shut down their stations, retarding industry growth and handicapping the building of permanent viewing audiences.

In France there are a fair number of stations but relatively few people can afford sets.

England is the most advanced country in Europe as far as TV is concerned with about 3.5 million sets.

RCA Carry-over

RCA Victor will carry over its current line of TV receivers into the first half of 1955, according to Raymond W. Saxon, general sales manager of the division.

Saxon said only one major addition to the line is scheduled—a 21-inch open-face console model with a suggested retail price of \$295.95.

CBS Tags Detroit



TAGGING THEMSELVES before introducing the CBS-Columbia line in Detroit are president Seymour Mintz, left, and vice-president Harry Schetcher. Distributor Bill Rutherford, center, is opening his own distributing company in Detroit and will handle the CBS-Columbia sets.



NOVEL PRESENTATION of the CBS-Columbia receivers to Detroit dealers came from two local disc jockies, Joe Gentile and Ralph Binge. The pair kidded the sets to the delight of the dealers—but they underscored the key sales features of the CBS-Columbia line.

Solar Radio



ENERGY FROM THE SUN powers this midget radio transmitter built by Edward Keonjian, General Electric development engineer. Messages can be picked up on standard radios up to 100 feet away. Keonjian believes that within 10 years small personal radio transmitters and receivers, powered by solar energy, will be popular products.

They Still Watch TV

Latest Videotown survey shows no drop in time spent watching TV but people are also reading more, going to movies more and listening to the radio

Americans are watching TV just as much as ever, they're reading, listening to the radio, and going to movies more and more, and they've cut down on visiting and entertaining in the home to make room for these other activities.

Those are some of the findings of the newest Videotown survey just completed by Cunningham & Walsh. The ad agency has conducted the survey every year since 1948 in New Brunswick, N. J.

Here's a sampling of what this year's Videotown survey found:

Color. Too few people have had

experience with color to make it a factor on set sales for at least another year, the survey finds. Only eight percent had seen color. Over half of this group were enthusiastic but about a third thought color no better than black and white. Few people had opinions about prices but those who did thought prices were too high, screen sizes too small.

Leisure Activities. Movie-going has made a strong recovery in Videotown. The rate dropped severely when TV came on the scene and declined for several years. In 1953 a 17 percent increase marked the turning point and

this year movie attendance almost doubled last year's.

The number of people reading magazines shot up 70 percent over 1953 with adult women accounting for most of the increase.

Newspaper reading, which had increased steadily for the first four years, remained at its 1953 peak. Radio listening also continued to increase, especially in the early morning and late evening.

TV Use. Surprisingly, families who have had sets longer spend more time watching TV than new owners. Sets bought before 1953 were on for about 4.5 hours on an average weekday evening compared to 2.75 hours for sets purchased early this year. Overall average this year was 4.33 hours compared to 4.25 last year. Morning and afternoon viewing by the average Videotowner went up enough to offset a slight decline in the time spent watching TV in the evening (even though the set is turned on longer).

Saturation in Videotown on January 1, 1954 was 76 percent. Sales volume last year was five percent off from 1952. For 1954 Cunningham & Walsh sees an eight percent additional drop in total sets sold with replacement sales exceeding new set sales.

Hi Fi's Story

Industry response has been excellent to the new High Fidelity Institute, a non-profit organization aimed at telling the story of hi fi to the public, according to Jerome J. Kahn, commissioner of the institute.

Advertising, sales promotion and public relations executives from a number of leading companies have volunteered their services, Kahn said. Two regional committees have already met in Chicago and New York and the third will meet in Los Angeles in February.

Kahn emphasized that the institute is accepting no contributions, dues or assessments. Industry personnel are volunteering their help free and the institute is a non-profit group.

Electronic Pioneers



SETCHELL AND CARLSON of Setchell Carlson, Inc., celebrate their 20th anniversary in the electronics field. Cutting the anniversary cake are Alice Chermak, vice president, B. T. Setchell, president and chief engineer, and C. Donald Carlson, secretary-treasurer and chief mechanical engineer. The three formed the Setchell Carlson company in 1932.

Enter "Tri-Fy"

A new corporation, Tape Recorders Inc., of Chicago, has been organized to manufacture and market three new tape recorders known as the "Tri-Fy" line.

Hugh Daly, president, said the line will include the Carousel tape recorder, the low-priced, Dixie-Land tape recorder and the Continental recorder with built-in radio.

Daly said the company will use a strict, two-step, three-point distribution program and distributor agreements include the restrictions that distributors who sell retail, distributors or wholesalers with catalogs that reach the consumer, and dealers who advertise cut prices will not be authorized.

Record Ad Drive

The "most ambitious and comprehensive" advertising program in Admiral history will be undertaken in 1955, advertising vice-president Edmond I. Eger said last month.

The firm will spend \$1.5 million on national newspaper advertising, \$1.6 million on a co-op newspaper program, and an unspecified amount on a national magazine advertising campaign.

The company will also continue to sponsor Bishop Fulton J. Sheen's television program, "Life is Worth Living," over the DuMont network.

Motorola Drive

A four-point promotion campaign is being used by Motorola to back up its introduction of color TV in new areas.

The promotional kit includes newspaper ads, a 24-page poster for outdoor campaigns and radio spots. A series of displays, including a life-size on-off flasher display, dress up the dealer showroom. A dealer open house and a direct mail campaign round out the promotion.

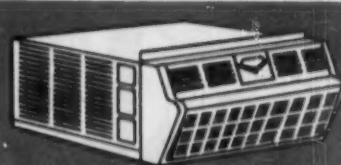
Summer Salesmakers

by **Dearborn**

makers of the famous cool safety cabinet gas space heater

Dearborn's famous Cool Safety Cabinet gas space heater is your biggest winter profit-maker — No. 1 in sales all over America. And, Dearborn's summer comfort-makers can be your biggest profit-makers, too. They're loaded with features and they're loaded with quality. They're highly competitive in price . . . high in performance . . . high in looks. And when you carry the Dearborn line you carry Dearborn's reputation, best selling tool of all!

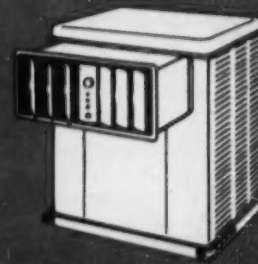
the new 1955 Dearborn Room Air Conditioner
It's the air conditioner that gives your customers more for their money — gives you more features to sell.



the new 1955 Fan-Type Dearborn Evaporative Cooler
The Southwest's best known, most preferred evaporative cooler.

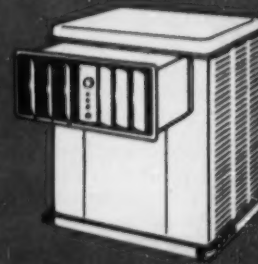


the new 1955 Dearborn Hobo Chef
The best looking, best performing barbecue equipment on the market at its amazingly low price.



VISIT US AT THE
**JANUARY MARKET
SPACE 511-A
American Furniture
Mart, Chicago**

the new 1955 Dearborn Blower-Type Evaporative Cooler
Brand new — two big blower-type models for high volume sales — packed with saleable features.

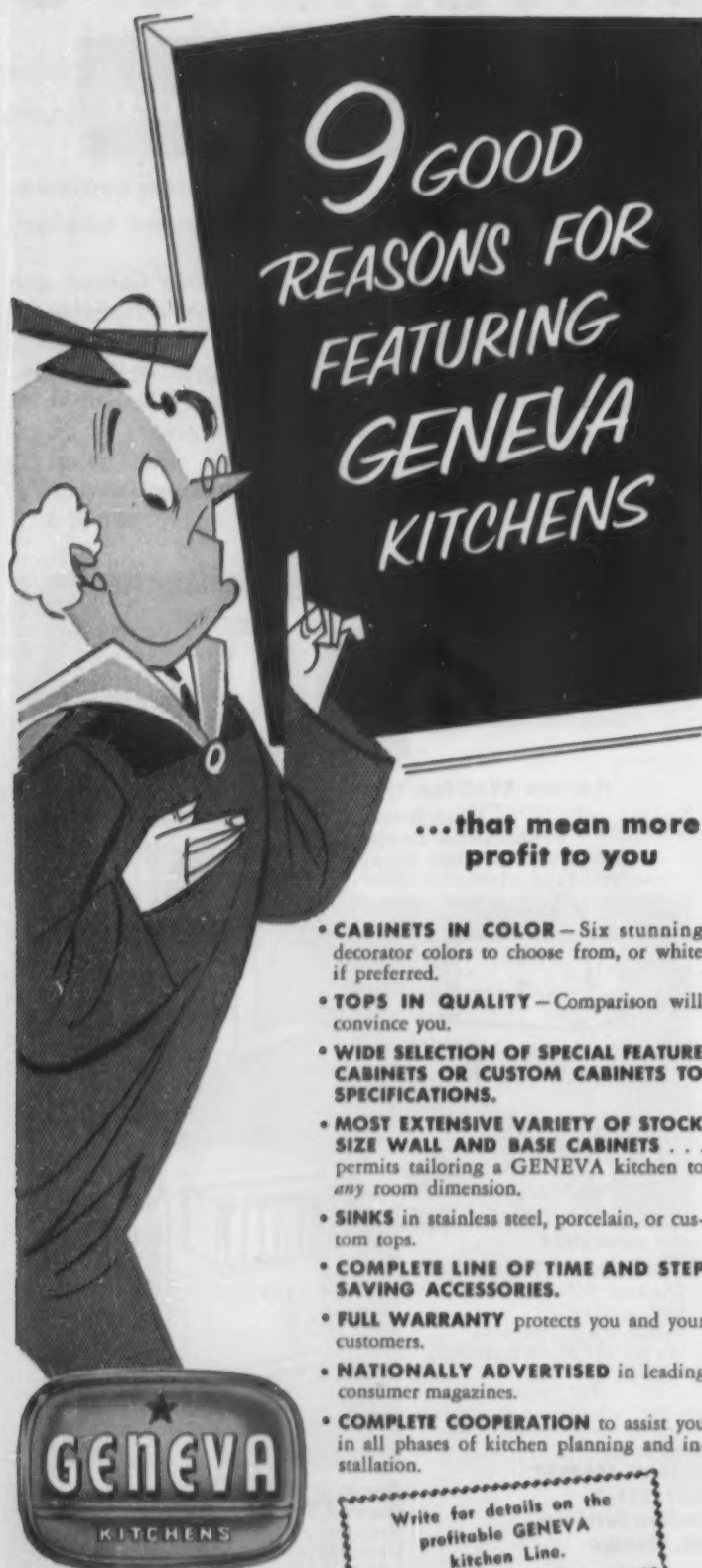


Dollar-Wise it's Dearborn for sales and profits the year 'round



Dearborn®

1700 WEST COMMERCE, DALLAS, TEXAS



9 GOOD REASONS FOR FEATURING GENEVA KITCHENS

...that mean more profit to you

- **CABINETS IN COLOR**—Six stunning decorator colors to choose from, or white if preferred.
- **TOPS IN QUALITY**—Comparison will convince you.
- **WIDE SELECTION OF SPECIAL FEATURE CABINETS OR CUSTOM CABINETS TO SPECIFICATIONS.**
- **MOST EXTENSIVE VARIETY OF STOCK SIZE WALL AND BASE CABINETS**... permits tailoring a GENEVA kitchen to any room dimension.
- **SINKS** in stainless steel, porcelain, or custom tops.
- **COMPLETE LINE OF TIME AND STEP SAVING ACCESSORIES.**
- **FULL WARRANTY** protects you and your customers.
- **NATIONALLY ADVERTISED** in leading consumer magazines.
- **COMPLETE COOPERATION** to assist you in all phases of kitchen planning and installation.

GENEVA
KITCHENS

Write for details on the profitable GENEVA kitchen line.

GENEVA MODERN KITCHENS, Dept. EM-1-55
Div. of Acme Steel Co.,
Geneva, Illinois

Please send me complete information on GENEVA kitchens.

My business is _____

NAME _____

ADDRESS _____

CITY _____

STATE _____

The Television Picture

Two-set ownership is up and interest in color TV increased 29.8 percent this year, according to Tele-Census in a new television survey.

Color television is gaining public popularity, but it still has a long way to go, according to a Tele-Census survey conducted among 2500 TV set owners in Los Angeles.

Asked if they were more eager to have color TV now than they were last year, 29.8 percent of the set owners responded that they were. However, 60.0 percent said they weren't any more interested than a year ago.

More color programs was the reason for increased interest among 27.5 percent of the set owners who answered yes to the question. Another 20.6 percent said color is more enjoyable, and 10.6 percent said lower prices was the key reason. "Screens are bigger" was the factor cited by 6.9 percent and the remaining 34.4 percent gave a variety of other answers.

Two Sets To Home. Among the set owners, 91.3 percent had only one set and 8.7 percent now have two TV receivers. One reason for two-set homes is revealed in another area of the survey where set owners were asked "How often is there a conflict in your house concerning choice of TV programs?" "Occasionally" was the response of 59.7 percent while 6.5 percent said "often" and 33.8 percent answered "seldom."

Some 12.6 percent of the interviewers had their sets less than one year. Among the 87.4 percent who are long-time owners, interest in TV has increased rather than declined.

The owners were asked "Now that the novelty of owning a TV set has worn off, do you find TV programs less interesting, more interesting, or the

same as when you first owned your set?" Some 17.5 percent answered "less interesting," 42.8 percent said "more interesting," and 39.7 percent voted "the same."

Screen size also is increasing. The most popular sizes today are the 19, 20 and 21-inch sets, now owned by 44.3 percent. The 16 and 17-inch sets are owned by 40 percent and 14.2 percent have 14 inch and smaller sets. Only 1.5 percent own 24-inch or larger receivers. Five years ago, 58.6 percent owned a 10-inch or smaller set and only 7.2 percent had sets with a 16-inch or larger screen.

Subscription TV. In several questions aimed at determining the popularity of pay-as-you-see TV, the survey showed that generally people would prefer to see entertainment at home rather than elsewhere even if they had to pay. For "first quality movies," slightly under 60 percent voted in favor of home viewing, even if the price were the same as charged by a movie theater. For sports events, 72.3 percent would rather see the show at home.

Subscription TV

Zenith Radio Corporation has petitioned the Federal Communications Commission to authorize immediate operation of subscription television by properly equipped TV stations.

The FCC, however, has decided to hold hearings and lay ground rules before taking the lid off the subscription system.

North Pole TV



SANTA DIDN'T deliver it, but this Du Mont television set, a Christmas gift to the Danish Children Society of Copenhagen, was delivered via the North Pole. Stewardess Lis Eskesen and Captain Ferdinand Buck of Scandinavian Airlines check the set in Los Angeles before take-off on the top-of-the-world route. Santa (played by actor Ward Bond) also examines the set which was later auctioned off in Denmark to provide Christmas gifts for the poor children of Copenhagen.

MANUFACTURERS

Industry On The Move

New plants and expansion plans reflect long-range optimism in the future as appliance manufacturers cross the threshold of a new year

Measured by the "new-construction yardstick," a handy tool for economists gauging long-range trends, the appliance industry appears to be in good health at the start of 1955.

As the new year begins, more than half a dozen companies report plans for new construction, progress on new plants or expanded facilities through newly acquired property.

Whirlpool Corp. announced that plans have been approved for the construction of a new \$1,500,000 administration office building in St. Joseph, Mich. The building will house administrative, sales and advertising personnel, and, according to Don Alexander, vice president in charge of operations, will be ready for occupancy late in 1955.

Schick, Inc. is building a new plant in Lancaster, Pa., which is slated for completion in mid-1955. The company chose a 56 acre site which allows room for future expansion. President Joseph B. Elliott said plans were under consideration for continued use of the old plant in Stamford, Conn., but no definite decision had been reached.

Raytheon Manufacturing Co. has begun construction on a new \$1,500,000 electronics laboratory near Boston. President Charles F. Adams, Jr., said the new laboratory will provide engineering and research facilities for a large group of Raytheon's 1500 engineers and scientists.

General Time Corp. recently dedicated a new \$2,500,000 electric clock plant in Athens, Ga. When full scale production gets underway, the plant will employ more than 500 persons and turn out 5,000 electric clocks daily. The company now has a total of six plants in this country and three overseas.

Motorola Inc. has purchased 60,000 square feet of car radio tuner manufacturing facilities from Lee J. Drennan, Inc., in Arcade, N. Y. President Paul V. Galvin said the move would enable Motorola to be more self-sustaining in the car radio business.

Silex Co. has established a branch plant in Muskogee, Oklahoma, for storage and assembly of the company's glassware products. President S. M. Ford said the shift will allow assembly near the Corning Glass Works in Muskogee which produces the Pyrex glass used in many Silex products.

Sylvania Electric Products, Inc., has completed plans to buy the television picture tube manufacturing facilities of the National Union Electric Corp. in Hatboro, Pa. President H. Ward Zimmer said that the 76,000-square-foot Hatboro plant will be used to produce black and white tubes, freeing other Sylvania facilities for work on color tubes.

Wagoner Corp. has announced the construction of a new \$300,000 plant

Quarter Century Men



RECENTLY INDUCTED into the Maytag 25-Year Club were executive vice president George M. Umbreit, left, William A. Eft, regional sales manager, Cedar Rapids, Ia., Fred Rigdon, regional sales manager, Springfield, Mo., R. E. Hunger, regional sales manager, Lexington, Ky., and Claire G. Ely, Maytag general manager. The club now has 409 members who have been with the company over 25 years.

in Nashville, Tenn., which will be ready for occupancy in early April. According to President W. G. Wagoner, the new factory will provide the company with facilities for manufacturing 300 water heaters a day.

Chrysler Airtemp recently dedicated two new plant additions in Dayton, Ohio, as part of the multi-million dollar expansion program started in 1953. The air conditioner manufacturer played host to more than 10,000 visitors during the two-day dedication.

Manufacturer Briefs

- The 60-year-old Peerless Electric Co. of Warren, O., has won a suit restraining Peerless Electric, Inc., of New York, from using the name Peerless Electric, Inc. The Warren company manufactures electric motors, fans, blowers and electronic equipment. The New York firm produces electric broilers.

- The General Chef 42-inch Twin, a combination refrigerator, gas or electric range, broiler and double sink, won first prize in the home furnishing field in the fourth annual Hess Brothers Versatility in Design & Use Contest.

- Five merit awards have been won by G-E's Telechron department for new and improved products from the Associated Industries of Massachusetts. The award judges, headed by Dr. James R. Killian, M.I.T. president, studied more than 275 entries submitted to the contest.

- Tappan Stove Co. has acquired a substantial interest in Gurney Products Limited, one of Canada's largest manufacturers of electric, gas, and solid fuel ranges. The acquisition will not affect Gurney distribution, but

certain models of Tappan ranges may be produced in the Gurney factory.

- Alex Lewyt has found the boy who gave him the idea for the new Lewyt with wheels. Sixteen year old Martin Roche of Manhattan will receive a free college education because he almost ran over Lewyt with a box scooter that had big wheels. The incident gave the industrialist the idea for a new vacuum on big wheels for easy mobility.

- McGraw Electric Co. has concluded negotiations to acquire the assets and business of Lonergan Manufacturing Co., Albion, Mich., according to president Max McGraw. Lonergan, makers of air conditioning equipment, space heaters and dehumidifiers, concluded their fiscal year on September 30 with \$9,000,000 sales, according to S. J. Lonergan, president and founder of the 20-year-old concern.

- Four Egyptian industrial firms have joined hands to produce Egypt's first electric refrigerators. The "Ideal" refrigerators are already on the market and will soon be mass produced. They sell for \$375, about 33 percent less than imported European or American models.

100,000,000th

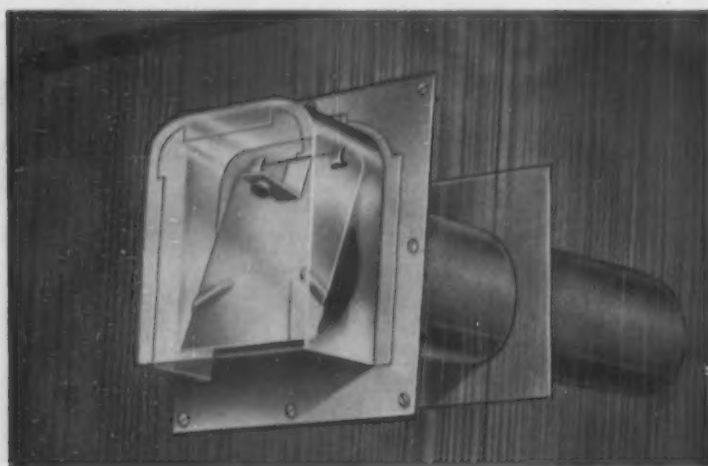
Last year General Electric announced the production of its hundred millionth fractional horsepower electric motor, and predicted that the next ten years would ring up an output of another hundred million, equaling in a decade the past production of fifty years.

Vice-president H. A. MacKinnon, general manager of the component products division, explained that the basis of this forecast is simply the rapidly increasing population. At pres-

Olympic Safety



FOR THE SECOND consecutive year, Olympic Radio and Television Inc. has received the Award Plaque in the New York state 1954 Accident Reduction Competition. Director of manufacturing Benno Bordiga here presents the plaque to Kay Mamola, shop steward, on behalf of the employees.



VENT CLOTHES DRYERS

The Dry-R-X

Here's the easiest possible way to insure that moisture, heat and lint will be no problem for your clothes dryer customers. Exhaust each new dryer installation with a Dry-R-X kit as part of the regular hook up.

Flexible Way

The Dry-R-X kit now contains 6 or 9 ft. of the new, easy-to-use Flexible Duct—no cutting, no elbows—just attach to dryer and hood. The hood is all aluminum with an automatic, completely weather proof damper. Also available with rigid aluminum pipe and elbows.

For details ask your dryer distributor or write us, stating make of dryer you sell.

DRY-R-X COMPANY

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NOW CHASING MEN!

The "Romance" starts
January 13-20
HOUSEWARES SHOW
NAVY PIER, CHICAGO

SPACE
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Get in on it!

DORMMEYER

KINGSBURY & HURON STREETS • CHICAGO 10, ILLINOIS

ent, the average American home has approximately six FHP motors while the modern electric home has as many as 15 or 20. By 1965 there will be as many as 25 or 30 motors in a modern home.

As Lisle D. Hodell, general manager of G-E general purpose component motor department, put it, new uses for motors are being developed every year. Air conditioners, home freezers and clothes dryers already take approximately 7 percent of the fractional horsepower industry's production, yet none of them has passed the 15 percent saturation point of sales.

The automatic home laundry system, contrasted to the individual appliance is one of the most profitable areas of marketing potentials, said Carl Moeller, general manager of the appliance motor department. He predicted that the selling of an automatic washer or dryer will be replaced by the idea of selling an automatic home laundry system. However, at present rate of growth, only 35 percent of American families will have such laundry systems in 1964. The report forecasts a tripling of present annual sales of dishwashers, clothes dryers and food waste disposers.

No Reo Change

The shift of Reo power lawn mowers to the Motor Wheel Corp. will result in "no radical change" in any phase of the lawn mower business, according to M. F. Cotes, president of Motor Wheel.

The assets of the Reo lawn mower division of Reo Motors, Inc., including the use of the Reo name on lawn and garden equipment, were recently acquired by the Motor Wheel Corp.

In a letter to field men, distributors and dealers, Cotes said the Reo machines "will be merchandised only through the established Reo distributors" and the products will be priced under Fair Trade laws.

Jordon Jumps

Jordon Refrigerator Co. is expecting a 20 percent increase in business during 1955 and "possibly much more," according to Frank Fogel, president.

The company's gross sales volume for 1954 definitely topped an earlier prediction of \$15,000,000, according to Fogel, and sales were between 20 to 25 percent over 1953.

The big bulk of Jordon's increased sales came from its domestic line of upright home freezers and its "Duplex" combination refrigerator-freezer, Fogel said.

Admiral Sales

Electric range sales of the Admiral Corp. for the first nine months of 1954 were nearly 10 percent higher than total 1953 sales, the company's previous record.

The 30-inch range accounted for over half of the company's sales, according to Lee H. D. Parker, vice president of appliances. The 40-inch model was second and the 20-inch was third in popularity.

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and feel

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TAPE RECORDER



two-
speed.
dual-
track

When buying any recording equipment you, as a high fidelity enthusiast, are interested in its many technical aspects. Frequency response, signal-to-noise ratio, flutter and wow are, certainly, all important. And in these aspects the FME Tape Recorder is incomparable in its price class.

Yet, in the truest sense only your ear can really distinguish the quality of fine recorded sound. Only your trained touch can really judge the simple, smooth operation of a tape recorder. It is for this reason that Federal, without bold reference to technical specifications, invites you, the real jury, to listen to the FME.

Hear for yourself Federal's triumph in sound. Feel for yourself its quality construction, its smooth, simple operation. Playback any tape—either 3 3/4 or 7 1/2 IPS. Test its single knob control, its fast forward and rewind, its separate volume and tone controls and many other wanted features.

Then look at the price—we're sure you'll be delightfully surprised.

Only \$139.95. Slightly higher on West Coast. Supplied complete with ceramic microphone, reel of magnetic tape, take-up reel, power cord and plug. L-39

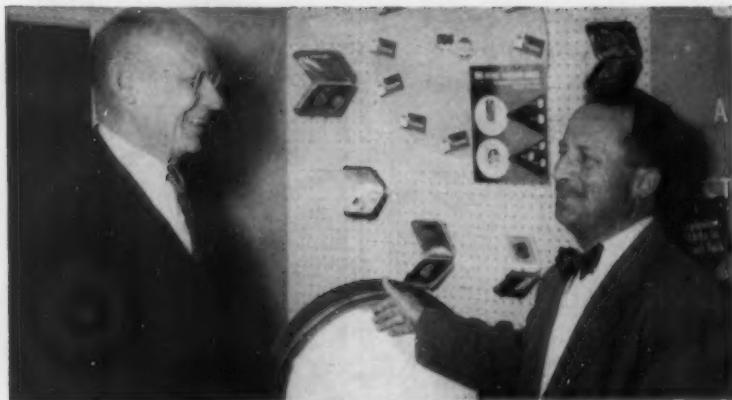
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AND ENGINEERING CORP.**
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EXPORT DIVISION: 25 Warren St., N. Y. 7, N. Y.
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Some Exclusive Territories
for FME Tape Recorders
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FROM MANUFACTURERS'
REPRESENTATIVES
INVITED

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Write, Wire or Phone
FEDERAL MFG. & ENG. CORP.
Att: R. Schlanger SM.

Merit Award



VICE PRESIDENT of sales John Q. Adams, CBS-Hytron, accepts a "Merit Award" from President Seabury Stanton of the Associated Industries of Massachusetts. CBS-Hytron won the award for producing the CBS-Colortron television tube and for the smallest transistors being sold for hearing aids.

Anti-Trust Action

The Justice Department levels a monopoly suit against the Radio Corporation of America; Zenith suit against RCA gets go-ahead

The Justice Department last month filed suit against RCA charging the firm with a "deliberate policy" of monopolizing radio-TV research and patents. And in another action, a Chicago court cleared the way for a Zenith suit against RCA.

The government charges that RCA has used its 10,000 radio and TV patents, from which it reaps royalties of \$20 million annually, in a monopolistic fashion. RCA, on the other hand, says it does not acquire for itself, nor does it grant to others, exclusive patent licenses. The company claims that its "liberal licensing policy" has resulted in the development of "the radio-television industry as the fastest growing and most competitive industry in America."

The legal fight between Zenith

and RCA goes back to 1946 when Zenith sued RCA in Delaware. In 1948 RCA sued Zenith in Chicago, charging patent infringements. In 1954, Zenith filed a counter suit in Chicago claiming monopolistic practices and asking \$16 million damages. RCA asked that this case be delayed until the Delaware case was settled but the Chicago court has ruled that the Zenith suit may proceed.

RCA has retained Adlai E. Stevenson, former presidential candidate, to defend the company in the various court actions.

Changed Law

New amendments in the Social Security Act, which went into effect January 1, will affect every self-employed retailer, according to the Social Security Administration.

Under the changes, the taxable base will be increased from \$3600 to \$4200 in 1955 for a self-employed individual. Benefits under the program will now be raised to a maximum of \$108.50 per month.

The new law, which extends coverage for the first time to ten million more people, also protects the benefit rights of totally disabled workers. Now, when the individual reaches 65, the period of total disability is eliminated from the computation of the average monthly wage.

Of particular interest to the self-employed business man who continues to work after 65 is the change in the amount the individual can earn without losing his social security payment. Under age 72, the beneficiary can earn \$1200 a year without affecting his benefits. Previously, if the person earned more than \$75 a month, he lost his social security payment for that month. Over age 72 there is no limitation on earnings. This has been lowered from age 75.

Kennecott Teaches



NEW BOOKLET, published by Kennecott Copper Corp., explains in simple, illustrated terms the meaning of adequate wiring. "The ABC of Home Wiring" is available for promotional use, up to 50 copies free, additional quantities at \$5 per 100, from Kennecott, Box 238, New York 46, N. Y.

Gibson's Year

Response to the new 1955 line of Gibson refrigerators forecasts an "exceptional year" for the company, according to Charles J. Gibson, president. He said initial orders for the new line exceeded all expectations and ran 300 percent ahead of last year.

Gibson said the company's fiscal year, which ended September 30, resulted in net earnings of \$257,625. Total sales reached \$31,990,000 and the net current assets of the company increased \$2,439,208 over 1953.

Financial Briefs

- Admiral Corp. declared a regular 25 cent dividend, payable December 31, and noted that third quarter earnings were higher despite lower sales resulting from a leveling off of government business. Net earnings for the first nine months of 1954 were \$4,382,175 compared to \$6,564,848 during the first three quarters of 1953.

- Philco Corp. reported sales of \$249,726,000 for the first nine months of 1954. Officials said the figure was down from the 1953 level of \$335,171,000 because of the 45-day strike in May and June. Earnings for the first three quarters of 1954 totaled \$2,275,000.

- Zenith Radio Corp. reports earnings for the first nine months of fiscal 1954 of \$2,573,954 on sales of \$90,968,450. In the previous year, earnings were \$4,098,074 on sales of \$125,762,591. Officials added that the last quarter would be good, with TV production reaching all-time highs.

- Whirlpool Corp. reported sales of \$127,801,614 for the first nine months of 1954, a rise from the 1953 figure of \$115,965,529. Earnings for the first three quarters of 1954 were \$6,324,402 compared to \$3,589,475 in 1953.

Do-It-Yourself Ad



THE HOME HANDYMAN'S creative urge should be stimulated by this jigsaw ad—figures Republic Steel Kitchens. The unique ad is being used at do-it-yourself shows across the country and is available at Republic Steel Kitchens salesrooms.

- Toro Manufacturing Corp. reported new highs for its fiscal year which just closed. Sales were eight percent ahead of the previous year and hit \$11,528,752. Earnings were up 50 percent, reaching \$471,305. David M. Lilly, president, predicted new highs in 1955 with the industry selling more than 1,250,000 mowers.

Lewyt Sees Boom

Alex Lewyt, president of the Lewyt Corp., sees a boom year for electrical appliance manufacturers in 1955 as a result of the new housing act which will allow the nation to add almost 1,400,000 new homes.

Lewyt said the new liberalized FHA terms removes "a heavy financial burden, giving the home-buyer the opportunity to use his extra money for the buying of many electrical appliances."

Myers Meeting



EAST MEETS WEST in Ashland, O., as F. E. Myers & Bro. Co., water system manufacturers, held its annual one week sales conference. Richard S. Marks, left, district manager of the New England states, and Marvin E. Derfler, right, district manager for the Western and Southeastern states, look on as E. M. Myers, vice president in charge of sales, announces the winners of a recent sales contest.

Deliveries are SO EASY with an **EASLOAD**



One man makes deliveries

YOU CAN SAVE the cost of an extra man because one man and an Easload can handle any appliance easily and safely with its load balancing design and slide runner frame. And your appliance is always protected on the rubber covered Easload frame; it is strapped in place and cinched tight with built-in ratchet cincher. Wheels have 10 x 2.75 cushion tires. Toe plate has two small rubber wheels. Frame is all welded steel. Handles 800 lbs. with ease.

CISCO MODEL

A lightweight appliance truck with ratchet cincher and strap, rubber covered sled runner, tube steel frame. Handles 600 lbs. Low priced at **\$39.50**



Order yours today on a money-back guarantee of satisfaction... **\$53.50**
F. O. B. Los Angeles

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1317 Willow Street, Los Angeles 13, California

EASLOAD APPLIANCE TRUCKS

2 new *Revere* Sensational Money-makers!



REVERE "400" 3-WAY PORTABLE RADIO

Exclusive Features

For AC, D.C. or battery operation. Self-contained in weatherproof, top grain cowhide "Camera Style" case. Unique dual purpose carrying strap plugs into any outlet for power operation. Snaps into receptacle for battery operation. 6 1/2 x 5 1/2 inches. Weight 4 1/2 lbs. Output for Ear phone and recorder.

\$44.50 less batteries

REVERE T-1100 2-SPEED "BALANCED TONE" TAPE RECORDER

Single knob control; 3 1/4 and 7 1/2 speeds; dual acoustically matched speakers; 2 hour play on 7" reel. Complete with microphone, reels and carrying case... **\$159.50**

TR-1200—Same as above with radio **\$209.50**

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Sold only through
Revere Franchised dealers.
Write today for complete details.

REVERE CAMERA COMPANY
CHICAGO 16, ILLINOIS



PEOPLE

F. G. Hoover Dies



FRANK G. HOOVER, 71, former president of the Hoover Co., died at his home in North Canton, O., on December 3. Mr. Hoover was vice president of the vacuum cleaner company until December, 1948, when he succeeded his brother H. W. Hoover (who also died recently) as president of the firm. He resigned the presidency in April, 1951, and retained his place on the board of directors. Mr. Hoover is survived by his widow and three sons.

Wexler Dies

Simon Wexler, 56, founder and vice president of Allied Radio Corp., Chicago, passed away November 10 in his office following a heart attack.

Mr. Wexler started in radio in 1921, the first year of commercial radio broadcasting, and his company, the Columbia Radio Corp., was among the first manufacturers of crystal sets. Soon after that, Mr. Wexler organized Allied Radio Corp. as distributors for a number of parts manufacturers.

He is survived by his widow, three sons, a daughter and seven grandchildren.

Graver Dies



RICHARD A. GRAVER, 58, vice president and marketing director of Hallcrafters Co., died in New York on Dec. 8. Mr. Graver was vice president and general manager of Capehart-Farnsworth Corp. prior to joining Hallcrafters in 1952. He was also vice president of Admiral for eight years and was associated with RCA and Atwater Kent early in his career.

HERE'S A PROFIT ITEM THAT REALLY **ATTRACTS CUSTOMERS!**



Dealers everywhere, are quick to appreciate the extra profit possibilities of Celina Twin, or Single Portable Tubs.

Washer owners or buyers, instantly recognize their beauty and usefulness. Excellent for promoting washer sales. Single Tubs are ideal for use with Automatic washers equipped with Suds-Saver.

Furnished in twin or single models, with or without covers. Tubs packed nested 3 in carton, to save freight and storage space. Tubs and covers packed separately, also priced separately.

Dealer and jobber inquiries invited.

**SEE CELINA FIRST
FOR THE FINEST!**

THE CELINA MANUFACTURING CO.
CELINA, OHIO

A Jewel of MECHANICAL PERFECTION



Exclusive Shavitron Shredder. Umbrella Slinger keeps motor dry at all times. Quiet and vibrationless. Easy to install... easy to sell. Retail for \$89.50.

The Profit-Making
WasteMaster
FOOD WASTE DISPOSER

LOCKLEY MACHINE COMPANY
WASTEMASTER DIVISION
NEW CASTLE, PA.

Please send literature on the easy-to-sell Wastemaster.

Name _____
Address _____
City _____ State _____

DISTRIBUTOR NEWS



MINK FURPIECE, shown on model at right above, is sales gimmick utilized by Philadelphia distributor Adolph Fruchter and Sons, in moving Harrison Steel Kitchens. Shown above is Max Katz, owner of Associated Refrigerator Co., Philadelphia as he makes sales pitch to woman customer.

Fur Bearing Kitchens

A Philadelphia distributor finds that free "mink" can be counted on to keep kitchen cabinet sales high, and dealers happy

Adolph Fruchter & Sons, Philadelphia distributors of Harrison Steel Kitchens have found that a promotion involving the improbable combination of mink furpieces and kitchen cabinet sales can pay off in sales. Basic idea of the promotion is the award of a furpiece to the consumer purchasing a Harrison kitchen, sink or cabinet ensemble. Depending upon the retail value of the purchase she has made the buyer is given the choice of a mink collar and cuff set, a scarf or a stole.

The buyer wanting to see what her kitchen will look like before she makes her cabinet purchase may also become

eligible for a free furpiece. To do so she must arrange with her retailer to have a full color drawing, in perspective, made up of her Harrison kitchen to be. She pays \$6.00 for the plan, returnable if she decides to buy a Harrison kitchen, and immediately receives the mink cuff and collar combination absolutely free.

Fruchter's which has been playing up the promotion during recent months with newspaper advertisements found that sales of Harrison steel sinks and cabinets rose by almost 214 percent during the first months of the promotion as compared with a similar period last year.

Emerson-New York

A move to larger headquarters was announced recently by Emerson-New York, a division of Jefferson-Travis, Inc.

The New York Emerson distributor moved from the Port Authority Building to a new 40,000 square foot location in the Emerson Building, according to Louis Abrams, president of Jefferson-Travis.

John W. Walter, Inc.

Some 25,000 square feet of additional space has been leased by John W. Walter, Inc., Long Island City, N. Y. distributor. The new lease includes private railroad platforms, truck loading bays, and showrooms.

Femco of Fort Wayne

CBS-Columbia was introduced in Fort Wayne, Indiana, recently by Femco Corp. with a weeklong promotion featuring an electronics exposition, complete with a motorcade.

Mayor Robert Meyers lead the parade which was filmed for television and used on the local CBS station. The local CBS radio affiliate did three hours of its afternoon programming from the exhibition.

McClain & Pleasants, Inc.

McClain and Pleasants, Inc., distributor for Motorola and Whirlpool in the Piedmont section of the Carolinas, has moved to new \$100,000 offices in Charlotte, N. C.

FROM THE INCOMPARABLE

COUNSELOR

Coronet

COMES THIS STRIKING NEW ADDITION TO THE COUNSELOR FAMILY

Retail
\$7.95*

NEW...

COUNSELOR Capri

Model 600

From the fabulous Counselor Coronet comes a new bath scale that completely outdates all other \$7.95* scales in styling, accuracy, and quality. This sister model is Counselor's answer to widespread demand for a finer scale at a competitive price. Be sure to feature it the year around.

* Far West, 50c higher. Priced higher in Canada

THE BREARLEY CO., ROCKFORD, ILL.



Comfort Line's Complete New Line

TABLES

with the highest profit margin in the field!



Model No. 30

BRASS ARMS, LEG-TIPS

\$7.95
RETAIL

JOBBER AND DISTRIBUTOR INQUIRIES INVITED



Model No. 31

\$6.95
RETAIL

Model No. 34



\$3.89
RETAIL

Model No. 35



\$2.99
RETAIL

PROMPT DELIVERY

\$ Permanent, black oxide finish on all tables.

\$ Expandable, Swivel tops on Models 30 and 31.

* Slightly higher in Zone 2

\$ Models 30, 31 packed 1 per ctn. K. D.

\$ Models 34, 35 packed 6 per ctn. K. D.



Comfort Lines Inc.

1735 W. Diversy Pkwy., Chicago 2, Ill.

SEE US AT NAT'L HOUSEWARES SHOW, CHICAGO, BOOTH 981-983, JAN. 13-20

BE Sure with **CORNISH**

electric range cord sets



3-, 4-, 5- and 6-ft., type SR rubber covered range cable. Two #6 and one #8 conductors for 30 amp., or two #8 and one #10 conductors for 35 amp. service. CORNISH #500 molded-on plug vulcanized to cable for long-time water-repellent security. Equipped with suitable terminals and metal strain relief. Each cord individually boxed.

Data sheets on request



electric dryer cord sets

Series #5533, utilizing a new molded-on three pole angle rubber plug equipped with "L" shaped grounding blades. Used primarily for application to 10/3 S cord or type SR range cable. Rated at 30 amperes 250 volts, approved by Underwriters' Laboratories. Individually packaged in a carton that serves as a shipping container

replacement cord sets

for Lamps, Radios, Small Appliances

6-, 8- and 10-ft., 18/2 type SP-1 brown cord, with molded-on plastic plug. Appliance end stripped 3/4" Hanked, with UL Green Cord Set label applied.

for Vacuum Cleaners, Small Tools, Mixers, etc.

6-, 10- and 20-ft., 18/2 type SV black cord, with molded-on plug. Appliance end and jacket removed 2", conductors stripped 1". Hanked, with UL Green Cord Set label applied.

for Trouble Lights, Small Motors, Tools, etc.

6-, 10- and 20-ft., 18/2 16/30 EJ black cord with molded-on plug at one end. Appliance end and jacket removed 2", conductors stripped 1". Hanked, with UL Green Cord Set label applied.

ALSO replacement cord for Electric Irons and other Home and Office appliances

Support your local

Adequate Wiring Bureau program

CORNISH WIRE COMPANY, INC.
50 Church Street, New York 7, N. Y.

NEW POSITIONS



Hoover—Felix N. Mansager, whose appointment as field sales manager was recently announced is shown above. In error, ELECTRICAL MERCHANDISING, ran a picture of Oscar M. Mansager, executive vice president in announcing the appointment in the December issue. Thomas L. Kelly has been named divisional manager with headquarters in Cleveland.



Westinghouse—Frank A. Sullivan, top, has been appointed radio sales manager for the TV-Radio division of the corporation. Rod Kershenstein, bottom, is the newly appointed sales promotion manager. An additional appointee is H. C. Stephenson named manager of sales training for water heaters and kitchen utilities in the electric appliance division.

Kelvinator—Harry Hondorp has been named as assistant to B. A. Chapman, vice president and general manager. John L. Young has been named manager of zone operations in Pittsburgh, Pa.

Landers, Frary & Clark—Philip E. Richardson has been appointed assistant to E. J. Van Buskirk, vice president in charge of housewares and vacuum goods.



Apex—E. H. Neff has been named as sales manager of the company's vacuum cleaner division. An additional appointee is Wayne D. Kanack as sales and service trainer for Apex Rotarex in the Detroit regional area.



Thor—Robert F. Kaufman, above, has been appointed director of public relations and sales promotion. Regional appointees include John Murray as Kansas City zone manager, and Charles F. Boice to a like post in Philadelphia.



Hoffman—George M. Hakim has been appointed as director of advertising for the corporation succeeding E. A. Tischler.

Sutton—Regional appointees include Roy Laatsch named as district sales manager of the Chicago division, and Joe Schneider, district sales manager of the Kansas City region.

Mitchell—Regional appointees include J. H. Davidson named as district manager for the New York, New Jersey and Connecticut area, and D. B. Jones as district sales manager for southern New Jersey, eastern and central Pennsylvania and Maryland.

Saves up to
1/2 hour
moving each appliance



Ideal for moving:

• ranges • refrigerators, etc.

YEATS patented strap ratchet grips appliances vise-tight without marring in 30 seconds or less! This on-in-a-flash loading plus on-a-dime wheel pivoting and light weight, aluminum alloy construction save costly labor time on every appliance delivery. You'll find a YEATS dolly more than pays for itself.

YEATS "Everlast" COVERS & PADS



SEND postcard for full information on our complete line TODAY!

Yeats
appliance dolly sales co.
2127 N. 12th St. Milwaukee 5, Wis.

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Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

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Name

Address

City..... Zone.... State.....

Company..... Title.....

OLD

Name

Address

City..... Zone.... State.....

ELECTRICAL MERCHANDISING
330 W. 42nd St. N. Y. 36, N. Y.

NEW POSITIONS



Crosley-Bendix—George E. Simons above, left, has been appointed director of appliance and laundry advertising and sales promotion, a newly created position. C. E. Schick above, right has been named national field sales manager for home appliances,



and Irving Lane appointed as zonal sales manager for Crosley radio and TV in Florida, Georgia and Alabama. A recent regional appointment of the firm is that of Joseph W. Doan as the west coast regional sales manager.



Emerson—Jules Alexandre has been named sales manager for air conditioning by the corporation.



Norge—R. F. McIntosh, above has been appointed sales manager for conventional washers. Ray S. Dau, has been named as assistant advertising director. Raymond E. Miller is the newly appointed sales promotion head of the dealer development department, and Mrs. Glenna Pierce has been appointed a home economist for the company.



Stiglitz—L. D. Grant has been named as vice president in charge of sales.



Raytheon—Louis M. Park has been appointed as coordinator of sales, advertising and management for television and radio operations.

Schick—Alex J. Harris has been promoted to the post of general manager of the company's service division.

Manitowoc—Michael Craffey, Jr., has been named district manager for Michigan, Indiana and Ohio.

Republic Kitchens—Frederick G. Stoyles has been named New York district representative for the firm.

Roper—G. Albert Rhimer has been named as Philadelphia regional district manager.

Capitol Kitchens—Thomas J. Dunham has been appointed district sales manager for eastern New York state and New England.

Dayton Pump—Frank G. Hickey, Jr., has been named regional sales manager for a territory which includes the north central states.

ANNOUNCING

1. A COMPLETE LINE OF ELECTRIC BUILT-IN and SET-ON OVENS AND SURFACE UNITS
2. A BRAND NEW APPLIANCE DESIGNED AS A CENTER FOR CONTEMPORARY COOKING
3. "RAIN-O-MATIC" AUTOMATIC WATER SOFTENER
Styled as a Modern Appliance
Designed for Easy Installation

DISTRIBUTOR AND DEALER
TERRITORIES OPEN

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GLOBE AMERICAN CORPORATION
KOKOMO • INDIANA

...for every TV area-

Hi-Lo has an antenna for any and every area
UHF VHF and UHF-VHF combined... also, wrought iron TV stands that sell.



Hi-Lo TV STANDS Modern --- Sturdy

The WROUGHT IRON stand that will support all TV sets. Modern design will blend with any set; rubber feet prevent marring of floors. A quality TV stand without shimmy... models with and without swivel.



Sold through recognized distributors only!

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FULLY
AUTOMATIC
PORTABLE

ElectroMaid
TRADE MARK

ELECTRIC GLASS
WONDER HEATER

5 YEAR
PROTECTION
PLAN

- THERMOSTATICALLY CONTROLLED
- NO FIRE OR EXPLOSIVE HAZARD
- QUIET, SAFE, PENETRATING
- DEPENDABLE
- CLEAN HEAT
- APPROVED BY U.I.



MODELS FROM 3995

ABSOLUTELY SAFE

THE GLASS IN ALL ELECTROMAID GLASS HEATERS IS MADE OF HEAVY AND HIGHLY TEMPERED GLASS, ALMOST UNBREAKABLE, ASSURING SAFETY AND LONGER LIFE. IDEAL FOR ANY ROOM THAT NEEDS ADDITIONAL HEAT. THE ELECTROMAID PORTABLE GLASS HEATER IS THE SAFEST EVER BUILT. TESTED AND APPROVED BY UNDERWRITERS' LABORATORIES.

ACCEPT NO SUBSTITUTES—THERE IS ONLY ONE ELECTROMAID HEATER. NATIONALLY KNOWN AND DISTRIBUTED FROM COAST-TO-COAST, SERVING AMERICA FOR OVER 20 YEARS.

ELECTROMAID CORP., P.O. Box 30, Chazy, N. Y.

Sold only through legitimate electrical wholesalers. Few choice territories available! Write us for catalogue showing complete line of radiant glass and convection heaters.

After February 1st, 1955, the name
ELECTROMAID CORP. will change to **CAN ARM CORPORATION**
ALL TYPES OF PORTABLE, PERMANENT AND CONVECTION HEATERS

INSURE CLOTHES DRYER SATISFACTION



ALWAYS
install

The ORIGINAL LAUND-R-VENT

For ALL Clothes Dryers

BEST BY TEST—Don't risk your customer relations by installing inferior clothes dryer vents. "Look under the hood"—compare LAUND-R-VENT with all others. Note these superior features . . . all aluminum construction; no rust or ice worries . . . Friction-free damper; retards down draft . . . Easy to install . . . Standard 3" and 4" complete LAUND-R-VENT kits contain one LAUND-R-VENT, three 24" lengths Snap Lock pipe, and two adjustable aluminum elbows. Special kits available.

SNAP LOCK PIPE Now Standard!

Snap Lock aluminum pipe now standard on all LAUND-R-VENTS. May be purchased separately.

"Complete Your Installation"
See Your Jobber, or Write

COLE-SEWELL Engineering Co.
2288 UNIVERSITY AVE. ST. PAUL 14, MINN.

NEW POSITIONS



Frigidaire—W. H. Anderson has been appointed division assistant general sales manager; W. F. Switzer, left, commercial and air conditioning sales manager will take over the newly created position of merchandising

manager of appliance sales, and L. W. Smith, center will succeed Switzer. R. L. De Marse succeeds Smith as manager of the Dayton branch. J. B. Tritsch, right, has been named manager of dishwasher and disposer sales.

Cory-Mort Nudelman has been named to the post of South Texas territorial manager.

CBS-Columbia—Fred L. Gordon has been named to the newly established post of advertising production manager.

Olympic—Leonard S. North has been appointed regional sales manager for the company in 7 midwestern states.

Proctor—Joseph Tiers has been appointed to fill the new position of eastern sales manager for the company.

Gibson—J. B. Croskery has been appointed assistant to the company's vice president in charge of sales. Arthur L. Moyer is the newly named divisional sales manager for New York City and portions of N. Y., New Jersey and Pennsylvania.

Hallicrafters—William H. Shaw has been appointed national service manager for the company.

Amana—Louis A. Suddarth has been recently appointed to the post of district sales manager for the firm's southern territory.

Bendix Aviation—E. K. Foster has been named a group executive in charge of four divisions of the corporation, Bendix Radio, Bendix Television and Broadcast Receiver, York, and Cincinnati. Clifford H. Spath has been named manager of distributor development. Ward R. Schafer has been appointed west coast regional manager of the television and broadcast receiver division.

Eureka Williams—Charles H. MacFarland has been appointed director of research by the company.



General Electric—Cecil S. Semple has accepted a position on special assignments for the small appliance division of the company.

Hotpoint—Dwight R. Anneaux, former manager of utility sales has been named director of apartment house and builder sales. Anneaux is replaced by J. A. Bell in his previous post. David H. Grigsby has been named as merchandising manager for ranges and water heaters. Regional appointees include V. P. Owen as district manager in Philadelphia; Hugh Daley, zone manager in Boston; J. T. Burk as zone manager in Toledo, and A. E. Lacey, zone manager of the Minneapolis-Milwaukee territory.

Admiral—Vincent K. Meehan has been appointed administrative assistant to W. C. Johnson, vice president in charge of sales.

Domestic—Nicholas P. Peters has been named to the post of assistant sales manager.

Whirlpool—Harper Dowell has been named regional sales manager in the Pittsburgh, Pa. area.

Peerless—Robert G. Mihan has joined the company as regional sales manager for the Cleveland, Ohio trading area.

Distributors Appointed

Amana—Covington Distributing Corp., San Antonio, Tex.; Amana of Washington, Inc., Alexandria, Va.

Automatic Washer—Thomson-Diggs, Inc., San Francisco, Cal.; A. F. Epting Appliance Co., Charlotte, N. C.

Apex—Cole Distributors Corp., New York, N. Y. (coin operated washers)

CBS-Columbia—August J. Krusch Co., San Antonio, Tex.; Nicolin Distributing Co., San Diego, Cal.; Tri State Distributors, Inc., Albany, N. Y.

Crosley-Bendix—Cook Appliances, Minneapolis, Minn.; Graybar Electric Co., Little Rock, Ark.

Chrysler-Airtemp—Allied Supply Co., Miami, Fla.

Fedders-Quigan—Elliot Lewis Corp., Philadelphia, Pa.

Gibson—Philips Supply Co., New Orleans, La.

Hoover—Capitol Radio and Television Co., Nashville, Tenn.

James—Glenwood Range Co., Boston, Mass.; Philco Wholesalers, Inc., Portland, Me.; Utterback Corp., Bangor, Me.; Horn and Cox, Los Angeles, Cal.

Lauder-King—Emerson Radio of Michigan

Landers, Frary & Clark—Baltimore Gas Light Co., Baltimore, Md.; Graybar Electric Co., Buffalo and Erie, N. Y.

Manitowoc—Moore and Stewart, Inc., Gastonia, N. C.

Motorola, Inc.—Warren-Connolly Co., Inc., New York, N. Y.

Necchi—Kane Co., Cleveland, Ohio

Olympic—Harrisburg Radio Lab Supply Co., Harrisburg, Pa.

Preway—Hometown Electric Supply Co., Paulsboro, N. J.; Better Electric Supply Co., Camden, N. J.; Jones Electric Supply Co., Millville, N. J.; Maegin Electric Supply Co., Atlantic City, N. J.; Graybar Elec-

tric Co., Madison and Green Bay, Wisc.; Hammer Supply Co., Utica, N. Y.; Redeker Brothers, Rochester, N. Y.; Thompson & Holmes, Ltd., San Francisco, Cal.; Wiley Electric, Modesto, Cal.

Raytheon—S & E Distributing Corp., St. Paul, Minn.

Rheem—Stone Supply Co., Portland, Ore.; Tillman-Booth Co., Eugene, Ore.

Republic Kitchens—Peter J. Medema & Sons, South Bend, Ind.

Stephens—Morhan Exporting Corp., New York, N. Y.; Roland Olander & Co., Los Angeles, Cal.; Arthur H. Peterson, Chicago, Ill.

Stewart-Warner—Metropolitan Distributors, Roxbury, Mass.; Interstate Distributing Co., Kansas City, Mo.; Independent Distributing Co., Denver, Col.; Harold's Radio Supply Co., Pendleton, Ore.; Fred Barber Supply Co., Oakland, Cal.; Master Equipment Co., Washington, Pa.

Stromberg-Carlson—Graybar Electric Co., Allentown; Harrisburg; Reading, Pa.

Sylvania—Stratton-Warren Hardware Co., Memphis, Tenn.

Thor—Coby Distributors, Inc., Wilkes Barre, Pa.; Lentz Enterprises, Phoenix, Ariz.

Vornado—A. K. Sutton, Inc., Charlotte, N. C.; T. A. Louglin and Co., Inc., Newark, N. J.

Whirlpool—Orgill Bros, Arkansas Co., Little Rock, Ark.

Youngstown Kitchens—Olivier, Inc., New Orleans, La.

CORRECTION

In the December 1954 issue of ELECTRICAL MERCHANDISING the firm of Friedman-Bendalin was listed in error as the distributor for Admiral in El Paso, Tex. The Iron Company of that city is the authorized distributor for Admiral in this territory.

Signal Signs



RAYMOND ROSEN & CO., INC. of Philadelphia has been named distributor for the Signal Electric Division of King-Seelye Corp. Jack Rosen, vice president of Rosen, signs the franchise as Paul Glenkey, sales manager of Signal Electric, looks on. In the background, Lou Homsher, left, manager of Specialty products for Rosen, and Harry Hopkins, district manager for Signal Electric, lean on a Signal fan.

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WITH SECRET
WEAPONS!

Creates **NEW** money-making
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Dormeyer • Kingsbury & Huron Streets • Chicago 10, Illinois

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WAHL HOME-BARBER KIT

... by the World's Largest
Manufacturers of Electric Clippers!

Display it... sell it! Complete 4-piece set in attractive self-selling carton, with free instruction booklets. Or you may wish to display products separately. Complete WAHL line includes professional-type hair clippers, dryers, vibrators, combs, shears—backed by factory guarantee of satisfaction!

WRITE FOR DETAILS

Please send full details on your line of Home Hair cutting clippers and other products.

Name _____
Address _____
City _____ State _____

WAHL CLIPPER CORP. Sterling, Ill.

IF YOU SELL OR SERVICE APPLIANCES... YOU NEED



New Spray-O-Namel

APPLIANCE WHITE

Here's the paint product you've been waiting for! Spray-O-Namel Appliance White... perfect for touch-ups of any porcelain surface. Gives a **hard-gloss**, factory-new finish at the **press of the lever**. Ideal for shipping scratches or handling smears—in the home or store. No special preparations or experience needed. A **must** for every service kit. A fast-moving retail item, too.

ILLINOIS BRONZE POWDER CO.
Write for full details.
2023 S. Clark St., Chicago, Ill.

INDEX TO ADVERTISERS

JANUARY, 1955

Acme-National Refrigeration Co., Inc. 361	Dry-R-X Co. 368	Lewyt Corp., Vacuum Cleaner Div. 113	Smith Corp., A. O. Permaglas Div. 169
Admiral Corp. 197-200	Dumont Laboratories Inc. Allen B., Television Receiver Div. 78, 79	Leisurehouse 10	Son-Chief Electrics, Inc. 320
Admiral Radio & Television Corp. 61-64	Dupont de Nemours & Co. (Inc.) E. I. Finishes Div. 343	Lackley Machine Co., Wastemaster Div. 370	Speed Queen Corp. 205
Airtemp Div., Chrysler Corp. 311	Duo-Therm Div. Motor Wheel Corp. 209-212	Look 238, 239	Speed Way Mfg. Co. Div. Thor Power Tool Co. 356
Alliance Mfg. Co. 33		Lovell Mfg. Co. 3rd Cover, 324	Spencer Thermostat Div., Metals & Controls 146, 316
Altarfer Bros. Co. 8, 9		Lux Clock Mfg. Co., The 347	Steam-O-Matic Corp., The 225
Amana Refrigeration Inc. 66, 67	Easy Washing Machine Corp. 50, 51	Lyon Metal Products Corp. 298	Stetson China Co. 296
American Air Filter Co., Inc. 191	Electrical Merchandising 352, 353		Stromberg-Carlson Co. 144
American Kitchens Div. Avco Mfg. Corp. 147	Electromaid Corp. 374	Magnavox Co., The 274, 275	Sub-Zero Freezer Co. 289
Ampro Corp. 48	Emerson Electric Mfg. Co., The 49	Markel Electric Products, Inc. 299	Successful Farming 305
Apex Electrical Mfg. Co., The 2nd Cover	Emerson Radio & Phonograph Co. 340, 341	Maytag Co., The 281-284	Supreme Products, Inc. 190
Arvin Industries, Inc. 309	Eureka Williams Co., Div. Hanney Motor Co., Inc. 162, 163	McCall's 29-31	Sutton Corp., The O. A. 250-253
Arvin Industries, Inc., Radio & Television Div. 246, 247		Mend-It Sleeve Mfg. Co. 377	Sylvania Electric Products, Inc. 331
Atlas Tool & Mfg. Co. 260	Family Circle 46, 47	Merchandising Supplement 377	Sylvania Electric Products, Inc., Radio & Television Div. 166, 167
	Fasco Industries, Inc. 117	Metal Ware Corp., The 312	
Barton Corp., The 300	Fedders Quigan Corp. 301-304	Mitchell Mfg. Co. 17-20	Tappan Stove Co., The 58, 59
Belden Mfg. Co. 16	Federal Mfg. & Engineering Corp. 368	Moe Light 73	Tecumseh Products Co. 358
Bendix Home Appliances, Div. Avco Mfg. Corp. 249	Finders Mfg. Co. 229	Motorola Inc. 292, 293	Tide 150, 151
Barns Mfg. Co. 148	Florence Stove Co. 188, 189	National Appliance Trade-In Guide Co. 318	Toledo Desk & Fixture Corp. 65
Better Farming 60	Fresh'nd-Aire Co., Div. Cory Corp. 4	National Presto Industries, Inc. 70, 71	Tracy Kitchens Div., Edgewater Steel Corp. 52
Better Homes & Gardens 313	Frigidaire Div. General Motors Corp. 297	Norge Div., Borg-Warner Corp. 136	Trio Mfg. Co. 327
Blackstone Corp. 291		Oster Mfg. Co., John 36	True Story 226, 227
Brearley Co., The 371	General Electric Co. 72		Tuttle & Kift, Inc. 122, 123
Burnham Corp. 344	Major Appliance Div. 335	Packard Electric Div. General Motors Corp. 345	V-M Corp. 323
	Motors Div. 153-156, 295	Paragon Electric Co. 196	Viking Air Conditioning Corp. 290
CBS-Columbia Div. Columbia Broadcasting System 337	Small Appliance Div. 54, 55, 153-156, 295	Peerless Corp., The 315	
Caloric Appliance Corp. 234, 235	General Floorcraft, Inc. 280	Penn Controls, Inc. 329	Wahl Clipper Corp. 375
Camfield Mfg. Co. 308	Geneva Modern Kitchens 366	Perfection Stove Company 120-121	Waring Products Corp. 69
Capitol Kitchens Div. Hubany Bros. 317	Gibson Refrigerator Co. 193	Phillips & Buttorff Co. 141	Webb Manufacturing Co. 306
Carrier Corp. 319	Globe American Corp. 373	Pittsburgh Plate Glass Co. 294	Welch Co., W. W. 57
Casco Products Corp. 184-186	Grainger Co., W. W. 24	Porcelain Enamel Institute, Inc. 25	West Bend Aluminum Co. 128
Celina Mfg. Co., The 370	Hallicrafters, Inc. 125	Proctor Electric Co., Proctor Equipment Div. 6	Western Tool & Stamping Co. 165
Chelsea Fan & Blower Co., Inc. 357	Hamilton Mfg. Co. 214, 215	Queen Stove Works, Inc. 202, 203	Westinghouse Electric Corp. 2, 3
Chevrolet Div. General Motors Corp. 68	Hi-Lo TV Antenna Corp. 373	Quicfroz, Inc. 265	Appliance Div. 261-264
Chicago Electric Div. Silas Co. 359	Hobart Mfg. Co., The Kitchen Aid Electric Housewares Div. 270, 271		TV-Radio Div. 261-264
Chicago Sun-Times 334	Hoover Co., The 7	Radio Corp. of America, R.C.A. Victor Div. 286, 287	Whirlpool Corp. 173-180, 314
Chicago Tribune 22, 23	Hotpoint Co. 217-224	Radion Corp., The 310	White Products Corp. 12
Clements Mfg. Co. 170	Hayt Mfg. Corp. 306	Ray-O-Vac Co. 332	Whitehead Mfg. Corp., D. W. 45
Cole-Sewell Engineering Co. 374	Hunter Fan & Ventilating Co. 321, 322	Raytheon Mfg. Co. 158, 159	Wiegand Company, Edwin L. 346
Colson Equipment & Supply Co. 370		Redmond Co., Inc. 28	Wilcolator Co., The 76
Comfort Lines Inc. 371	Illinois Bronze Powder Co. 375	Reed Unit-Fans, Inc. 182	
Commercial Credit Corp. 80	International Harvester Co. 126, 127	Regina Corp., The 237	Yeats Appliance Dolly Sales Co. 372
Cornish Wire Co., Inc. 372	Ironrite, Inc. 53	Republic Steel Kitchens, Berger Mfg. Div. 338	York Corp. 307
Coronaire Heater Corp., The 363	J. F. D. Mfg. Co. 171	Revco, Inc. 56	Youngstown Kitchens Div. Mullins Mfg. Corp. 355
Crescent Industries, Inc. 228	Kasson Die & Motor Corp. 377	Revere Camera Co. 370	
Crosley Div. Avco Mfg. Corp. 142, 143, 206, 207	Kawneer Co., The 351	Robbins & Myers, Inc. 230, 231	
	Kelvinator, Div. Nash-Kelvinator Corp. 4th Cover	Rohn Mfg. Co. 377	
Dearborn Stove Co. 365	Kisco Co., Inc. 32	Roper Corp., Geo. D. 183	
Deepfreeze Appliance Div., Motors Products Corp. 37-44	Knapp-Monarch Co. 26, 27	Roto-Broil Corp. of America 349	
Deering Air Conditioning Co. 15	Kord Mfg. Co., Inc. 77		
Detroit-Michigan Stove Co. 149		Saturday Evening Post, The 164	
Dexter Div. Philco Corp. 118	Ladies Home Journal 172	Searchlight Section 377	
Diahl Mfg. Co. 161	Lamb Electric Co., The 160	Self-Lifting Piano Truck Co. 377	
Dominion Electric Corp. 241-244	Landers, Frary & Clark 138-140	Servel Inc. 74, 75	
Dormeyer Corp. 266, 267, 368, 375	Lou Blower Co., The 11	Shetland Co., Inc., The 216	
Driver-Harris Co. 204		Siegler Heater Corp. 34, 35	
		Signal Electric Div. King-Seely Corp. 194, 195	

SEARCHLIGHT SECTION (Classified Advertising) H. E. Hilly, Mgr.

EMPLOYMENT	
Positions Vacant 377	
Positions Wanted 377	
Selling Opportunities Wanted 377	
SPECIAL SERVICES 377	
BUSINESS OPPORTUNITIES 377	
MERCHANDISE	
(Used or Surplus New)	
For Sale 377	

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The Action
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Your Sales!

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BUSINESS

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Manufacture at present is chiefly in the form of fractional H.P. motors, for which we have a sound and extensive reputation in both quality and competitive price.

This company is the manufacturing subsidiary of a large electric wholesale distributor and an associated body of a nationwide retail organization.

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BO-1859 ELECTRICAL MERCHANDISING 330 W. 42 St., New York 36, N. Y.

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RW-4972, Electrical Merchandising
330 W. 42 St., New York 36, N. Y.

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CHICAGO: 120 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

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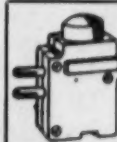
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Using This Issue

ONCE again ELECTRICAL MERCHANDISING brings you its Annual Statistical and Marketing Issue. Months of work and thousands of dollars have gone into its creation. Hundreds of people have cooperated with us to make possible the publication of the statistical material—figures that have long been accepted by the appliance-radio-television industry as the most authoritative to be found anywhere. It is a job that the staff of this magazine takes natural pride in presenting to its readers.

HOWEVER, it is not our intention here to pat ourselves on the back, but to try to point out that, properly used, this issue can become an invaluable tool in your business. Statistics by themselves mean little. But when applied to specific day-to-day problems, they become charged with meaning and significance. Knowing how many washers, or refrigerators or TV sets were sold nationally, or what percent of the nation's consumers own them, may seem academic to Joe Zilch, who just lost a sale to a cut-price artist down the street and who has a payroll to meet the next day. But those same figures broken down to his local market can tell him at a glance the sales trend and the sales potential for a particular appliance. National market and sales statistics, in the end, are no more than the collective figures for thousands of local markets. And every time a local dealer's cash register rings up a sale, it becomes a measurable statistic with numerous implications. It means a customer was wooed away from spending his money elsewhere; it means another unit of public acceptance of our products; it means another notch in the "saturation", or ownership factor of that device; it means a customer removed from the market for a period of years; it means in the case of a radio or TV set, another unit added to the listening or viewing audience, or, in the case of a washer, another customer lost to the commercial laundry. It means a fractional increase in the utility's residential load; it means continued employment and income for the men and women who build the product. It also means a statistical notch in the profit of the manufacturer, the distributor and the dealer.

While a sale, therefore, is a dry statistic it carries with it profound economic implications. And in measuring the progress of these isolated sales in every corner of the country, we not only arrive at totals of a staggering magnitude, but are able to assess the progress of an industry and a change in the living habits of a nation.

IN this issue the careful reader is provided with many clues to the effect of sales in our business. He is given an historical record for purposes of comparison year by year; he is given a cumulative index of ownership to point up potentials of specific products; he is given a seasonal index to determine optimum sales periods; he is given breakdowns of sales and ownership by states and by regions within those states. He may ascertain, furthermore, the extent of the replacement market, the percentage of the business involving traded-in merchandise and the eventual disposition of trade-ins; he is provided with background statistics on general business conditions—employment, incomes, savings, installment credit, new home construction, etc. He is furnished a breakdown of the country's wired homes—our basic market—by states and by urban and rural classifications. He can find out sales per thousand customers in any area of the country from data supplied by utilities serving those areas. He can even find out the number of other dealers competing with him in a given area. And finally, he is informed as to the probable course sales will take in the year ahead.

IN other words, all the necessary information for intelligent sales planning is wrapped up in this package. If you know the extent of your market, know your potential prospects, know the degree of acceptance and present ownership of the products you sell, know what ratio of your sales will require replacing existing or obsolete equipment, know the number of your present customers who can be sold new devices and know when and where appliances generally sell best, you have eliminated a lot of guesswork and provided your business a sound basis on which to operate.

This issue is a tool to use in your business. We hope you find it useful.

Laurence Wray

EDITOR

Will she buy? Won't she buy? Will she buy? Won't she buy...

How to make 4 out of 10 say "yes!"

1 DISPLAY A FULL LINE OF WRINGER WASHERS, your bread and butter. With all the talk about automatics, it's sometimes easy to overlook the fact that 4 out of 10 women still buy wringer washers. They prefer wringer washers because they cost less to buy and use, or because they wash cleaner, or because they do the wash quicker. And you're going to lose money if you overlook 4 out of every 10 washer sales. So give wringer washers their fair share of display and sales attention. Let customers know you carry a full line. Then, after you've got their attention, the easiest way to make them say "Yes," is by demonstrating these exclusive Lovell wringer features:



2 DEMONSTRATE LOVELL AUTOMATIC SAFETY! She'll say, "Yes," quicker if you let her see for herself how Lovell Instinctive wringers keep her safe automatically. Show her how a light instinctive pull on the clothes will release roll pressure instantly on the new "62" Instinctive wringer, or stop the rolls on the Lovell "77" Instinctive. On standard model Lovell wringers, a feather touch on the release bar releases roll pressure instantly.



3 DEMONSTRATE LOVELL BALANCED PRESSURE! Run a thick, folded towel through one end of a Lovell wringer—a thin strand of yarn through the other. Show how the rolls grip the yarn. It's proof of Lovell's balanced pressure that results in thorough cleansing action. Explain that dirt normally remaining in the clothes is squeezed out. And mention that Lovell's balanced pressure is adjustable for different fabrics.



4 POINT OUT LOVELL'S CLOSED TOP! Show your customer how Lovell's closed top safely guards the wringer rolls. At the same time, demonstrate Lovell automatic indexing. Show her how a quick push or pull on the Instinctive models automatically swings the wringer to the next operation position. Then, while you're writing up the sale, remind her that she can get her wash done quicker with a wringer washer and automatic dryer.



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CLEANSING
WRINGER**

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AUTOMATIC WASHER***

with 2 Completely Separate Automatic Washing Cycles—one cycle for regular fabrics, heavy loads — plus separate cycle for fine fabrics, light loads.

*WITH MATCHING ELECTRIC DRYER.

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*Patent applied for.

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- ★ **8 DECORATOR COLORS . . .**

(Electric Ranges in Matching Colors)

without extra inventory costs for dealers! And, in every other important essential, more of the stuff more sales are made of!

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1955 Model KA-120
11.6 cu. ft., 80-lb. Frozen Food Storage